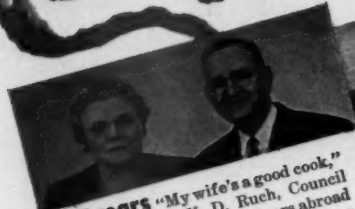


AMERICAN GAS ASSOCIATION

MAY
1952



Happily Married



37 years "My wife's a good cook," says the Rev. V. D. Ruch, Council Bluffs, Ia., "and after 12 years abroad cooking with other fuels she says nothing compares with Gas—it cooks best by every test!"

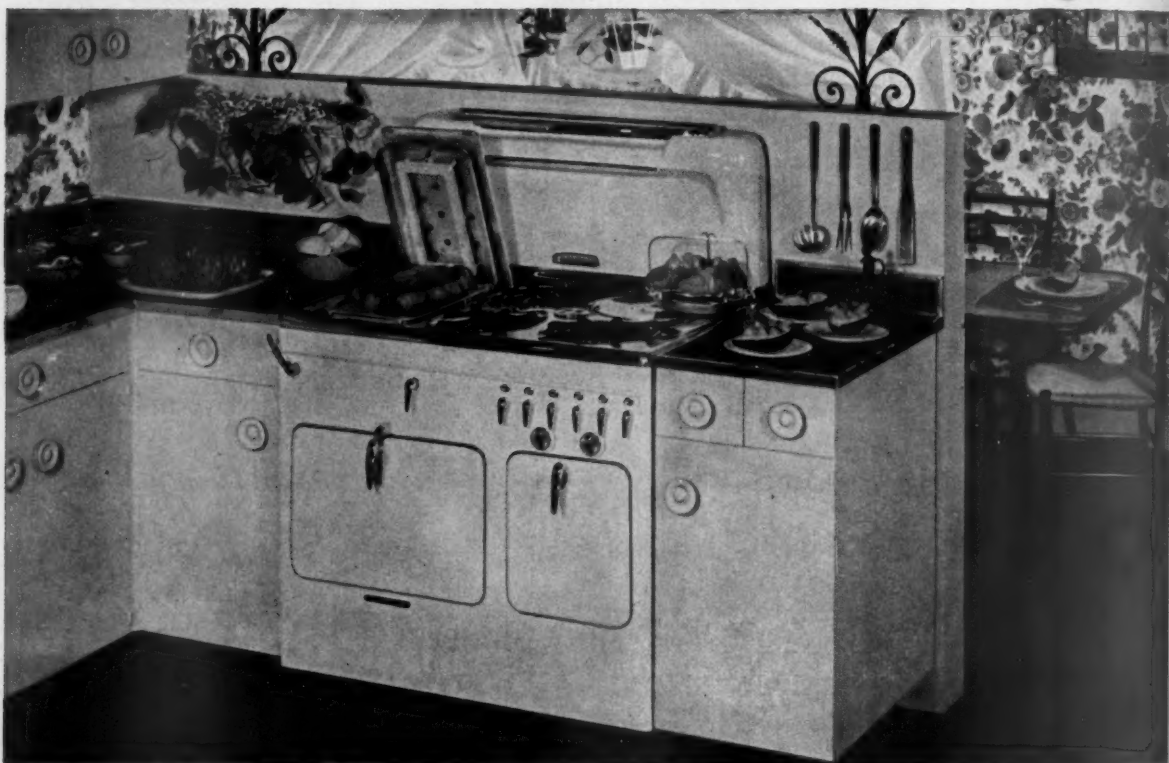


15 years "Fuel bills for our automatic Gas range are low," says Mrs. John W. Farham, Jackson, Tenn. "And there's so little meat-shrinkage the new oven is a major money-saver!"



1 year Mrs. Sulo W. Korpi, St. Clair Shores, Mich., kept her job after marriage. "Biggest help is my clock-controlled Gas range. It turns itself on and off—so dinner's ready when we come home!"

"we love our new automatic Gas ranges!"



This glamorous step-saving **New Freedom Gas Kitchen*** deserves the very last word in cooking appliances—and here it is! A brand-new **CHAMBERS** Gas range—just one of the many wonderful new Gas ranges you can choose from today! They give you air-circulated ovens for the evenest baking known . . . really smokeless broilers for that "flame-kissed"

*©A.G.A., INC.

flavor . . . clock controls for automatic cooking . . . oven linings, burners, range tops—everything made for the easiest cleaning in the world. NO WONDER MILLIONS MORE WOMEN BUY GAS RANGES THAN ANY OTHER KIND! Go see these marvels in the **Spring Style Show** of automatic Gas ranges at your Gas company or appliance dealer's—today!

AMERICAN GAS ASSOCIATION



GAS

cooks best by every test!"

Gas—the modern fuel for automatic cooking . . . refrigeration . . . water-heating . . . house-heating . . . air-conditioning . . . clothes-drying . . . incineration

The Spring Style Show introduces a fresh approach in national gas range advertising



SPANISH MOSS, hanging from the limbs of venerable live oaks, frame this view of United Gas Corporation's dehydration plant, near Gibson, Louisiana

YOUR attitude toward your product can hinder or aid sales. Go apologetically to a customer—hot in hand and offer a cut-price, stripped model—and he'll accept your implication that you have a low-end product. Financial stringency, alone, builds sales for products that are less than the best.

But promote, instead, an appliance that utilizes all of the superior qualities of gas, and you will upgrade your program all along the line.

During 1951, the average electric range retail sale was \$245, the average gas range sale was \$158. This is not a sales argument in favor of the economy of purchasing the latter, but rather an unfortunate outcome of the widely dissimilar promotional attitudes of the two industries. The greatest proportion of gas range sales were below \$125, while the \$301-to-\$400 classification leads for electric range sales.

In this issue, Julius Klein, Caloric Stove Corporation president, ably uses statistics to point out some homely truths that deserve careful study. In effect, he suggests that gas men discard their inferiority complexes and start selling gas as the top quality fuel that it is.

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Bennett and Smith elected



Charles E. Bennett

Charles E. Bennett, president, The Manufacturers Light and Heat Company, Pittsburgh, Pennsylvania, and vice-president, American Gas Association, has been elected president of the Association by the Executive Board. Mr. Bennett succeeds the late George F. Mitchell, former president of The Peoples Gas Light and Coke Company, Chicago, Illinois, who died March 26, 1952, while serving as president of the American Gas Association. At the same time, Frank C. Smith, president, Houston Natural Gas Corporation, Houston, Texas, was elected vice-president of A. G. A.

Mr. Bennett was graduated from the University of Wisconsin with a B.S. degree in mechanical engineering. He began his business career as a fire prevention engineer for the state of Wisconsin. He entered the public utility field as superintendent of gas plant for the Madison (Wisconsin) Gas and Electric Company in September, 1915. He became secretary and treasurer of this company in October, 1918.

In January, 1920, he was elected vice-president and general manager of the Binghamton (N. Y.) Gas Works. Ten years later he held the same position in addition to being appointed vice-president and general manager of the newly-created Binghamton group of the Columbia Gas & Electric Corporation. In April, 1931, he was elected president and general manager of this group of companies.

Mr. Bennett was elected president and director of The Manufacturers Light and Heat Company, Pittsburgh, Pennsylvania, and its affiliates, in December 1935. On April 1, 1946, he became president again of the Binghamton Gas Works when it became part of the Pittsburgh group of The Columbia Gas System, Inc.

An industry pays its respects

● In the recollections of living man lie the measure of one who has died. As memory's eye penetrates the phantasmagoria of the years, there emerge the highlights of association, the character traits remembered, the occurrences that created the evanescent picture of an individual.

The passing of George F. Mitchell evoked expressions of regret from prominent figures in many nations. Together

they project a picture of a warm personality, combined with astute qualities of industry leadership.

"My name's Mitchell"

"The news of George Mitchell's death reached us at Boston on the day before he was scheduled for a major address. Our thoughts flashed back to last November when the late president of the American Gas Association lent his warm personality to an informal dinner for financial writers and other scribes in the New York area.

"With the modest charm that characterized his life, George Mitchell greeted late comers with the simple words, 'My name's Mitchell.'

"No fanfare, no stuffed-shirtedness, no false heartiness on a first name basis. Just the homely statement that 'My name's Mitchell.' We suspect St. Peter was pleased to welcome a man who announced himself so simply."

—*Gas Age*

"... news of Mr. Mitchell's death came during a meeting of the society on March 27 and the members immediately suspended business as a tribute to the memory of the man who has been held in such deep reverence for so many years. Most of the members have personally known Mr. Mitchell over the years and to them there is now a void that can never be filled."

—*Thomas J. Perry, executive secretary
Society of Gas Operators*

"... Mr. Mitchell was not only a leader in our industry, but a grand fellow, endowed with a lovable personality."

—*Stanley H. Hobson, president
Geo. D. Roper Corporation*

"... we were friends and associates over a great period of years. . . . I know a great many others . . . in the business world and elsewhere . . . will feel a sense of personal loss."

—*P. C. Spencer, president
Sinclair Oil Corporation*

up A.G.A. executive positions

He has been active in affairs of the American Gas Association for many years. When elected president of A. G. A., Mr. Bennett was serving as chairman of the Natural Gas Department of A. G. A., and as vice-chairman of the A. G. A. Laboratories Managing Committee. Also, he was chairman of the A. G. A. Executive Committee on Safety.

Frank C. Smith has been president of the Houston Natural Gas Corporation since 1933 and has been nationally prominent in the gas industry for many years. He has been active in the American Gas Association. He has served continuously from 1946 as a director on its Executive Board, and last year was chairman of the General Promotional Planning Committee. Mr. Smith was vice-chairman of the PAR Committee in 1950, and is a member of the Executive Committee of A. G. A.

He is a past president of the Southern Gas Association and a member of the board of trustees of the Institute of Gas Technology in Chicago. In 1941 he helped establish the Institute for the purpose of furthering education and research in the gas industry.

A native of Kentucky, Mr. Smith attended Vanderbilt University and served as an officer in World War I. He is president of the board of directors of the Texas College of Arts and Industries, Kingsville, Texas, and a member of the board of governors, Southwest Research Institute, San Antonio.

Mr. Smith is recognized as a civic leader in the city of Houston and the state of Texas. He is a past governor of the Texas-Oklahoma district of Kiwanis International. He was Texas state chairman for the Committee for Economic Development in 1946 and presently is serving as president of the Texas Division of the American Cancer Society.



Frank C. Smith

"... George was a fine man, a fine friend, and it was a pleasure to have known and been associated with him."

—W. A. Johnston, president
Illinois Central Railroad

"... I have known George well for many years and always had the highest regard for him personally, as well as his integrity and good judgment in company and gas association matters."

—Ralph W. Gallagher, former president
American Gas Association

"... some twelve years ago, when we were trying to establish the Institute of Gas Technology, Mr. Mitchell gave encouragement and substantial support. He was broad-minded, farsighted, and had a keen intellect. He was truly my friend."

—Frank C. Smith, president
Houston Natural Gas Corporation

"... Mr. Mitchell was such a wonderful chap and was loved and admired across the whole country, not only for

his successful business career, but for himself as a man and a loyal friend."

—Alan H. Harris, Jr., manager
Gas Utility, Winnipeg, Manitoba

"... we have learned to appreciate his many fine business qualities, his outstanding dignity, his effort and performance in the industry."

—Frederic O. Hess, president
Selas Corporation of America

"... George was one of my oldest friends and I was very fond of him. He was to me a grand character and I shall miss him."

—H. L. Stuart
Halsey Stuart Company

"... I always liked, respected and admired Mr. Mitchell. His death is a great loss to the community, his company, and his many friends. He always gave so freely and willingly of his time for civic and charitable affairs."

—Charles Y. Freeman, chairman
Commonwealth Edison Company

"... I became very fond of George and am going to miss him a great deal. Not only did I value his friendship but I respected him for all he did for the company."

—William McCormick Blair, director
The Peoples Gas Light
and Coke Company

Expressions of sympathy were received from gas associations of several foreign countries. Among them were: The Societe Suisse de l'Industrie du Gaz et des Eaux, Zurich, Switzerland; The Institution of Gas Engineers, London, England; Arbeitsgemeinschaft des Deutschen Gasfachs, Frankfurt, Germany; Vereniging van Gasfabrikanten in Nederland, The Hague, Holland; Vakgroep Gasbedrijven der Bedrijfsgroep Openbare Nutsbedrijven, The Hague, Holland; The Association Royale des Gaziers Belges, Brussels, Belgium; and the Association Technique de l'Industrie du Gaz en France, Paris, France.

Sell the range not the price!

By JULIUS KLEIN

President
Caloric Stove Corporation

Gas ranges oversold electric ranges by a ratio of fourteen to one, only nineteen years ago. But today the ratio is less than two to one. In 1951, when 1,400,000 electric ranges were sold, gas ranges accounted for 2,356,400 units.

This puts the gas industry in competition with the man who won the world's record for walking backward. He took 2 hours, 38 minutes and 6 seconds to cover a twelve mile course.

There are reasons that this sales gap is closing. A wise manufacturer once said, "I want to know the *strong* points of my competition; their weaknesses will take care of themselves."

One of the strong points of electrical appliance promotion is that we are living in an electrical age—an era of push-button living. The total number of electrical appliances in the homes has had a phenomenal growth. In 1941, there were 119,917,000. In 1950, there were more than two hundred and eleven million. Add to that the number of radio and television sets and you get the staggering

total of three hundred and thirty million electrical devices which are serving the convenience of American homes.

In promoting the sale of appliances, the gas industry is not merely bucking competition; it is bucking an entire manner of living.

The electrical industry has been clever in exploiting the electrical way of life. They have convinced millions of Americans that because electricity serves them best in some ways, it serves them best in all ways.

Another of their strengths is this: They are not afraid to charge for their merchandise. A prominent range manufacturer, who makes both gas and electric ranges, said recently that his best-selling electric range retailed for \$349.50. His very lowest-priced electric 20-inch apartment model was \$179.50. "How," he asked, "can I get excited about our gas range business with all these gas range manufacturers shouting nothing but low prices!" He added this: "Every electric range we sell carries five percent for national advertising and three percent for dealer advertising, which the dealer must match with another three percent. That's eleven cents out of every dollar for advertising alone!"

With that money, they go out and blanket the nation—in television, radio, newspapers, magazines, promotions—claiming all sorts of advantages for electric ranges which exist only in their own

minds. That advertising sells more high-priced electric ranges, provides more dollars for more advertising, and so the vicious circle continues, while the gas industry is apologetically trying to sell a low-priced gas range.

Though it may be argued that one manufacturer does not typify the entire electric range industry, the national figures substantiate his analysis. According to the U. S. Census Bureau, the average retail price of all electric ranges sold at retail in 1951 was \$245.00. The average price of all gas ranges was \$158.00.

The various price classifications for both gas and electric ranges shows greater emphasis of higher price models by the latter.

Gas		
\$125 and under	593,464	35.58%
\$126 to \$150	179,747	10.78%
\$151 to \$200	379,276	22.74%
\$201 to \$300	406,536	24.38%
\$301 and over	108,825	6.52%
Electric		
\$120 and under	21,249	1.7%
\$121 to \$150	22,932	1.8%
\$151 to \$200	201,343	16.9%
\$201 to \$300	549,683	24.0%
\$301 to \$400	392,622	31.0%
Over \$400	56,816	4.5%

Those figures speak for themselves. The end result of that kind of merchan-

LET'S LOOK AT THE SERVICE RECORD

Electric Range	Gas Range
Guarantee of entire range 1 year	Guarantee of entire range 1 year
Guarantee of cooking units 1 year	Guarantee of cooking units Life time
Service cost at expiration of Guarantee (average) \$3.50 per hour	Service cost at expiration of guarantee Free
Replacement cost of Top large unit \$12.00 plus inst.	Replacement cost of Top burners Free
Top small unit \$9.75 plus inst.	Oven and broiler units Free
Average life of surface units 5 to 7 yrs.	
Replacement cost of Top unit switch \$2.50 plus inst.	Replacement cost of Gas valve \$2.50
Oven heat control \$15.00 to \$25.00	Oven heat control \$11.50
Initial installation cost of range \$55.00 to \$75.00 or more	Installation cost of range ready for operation \$10.00

Abridged version of an address delivered at the Eastern Natural Gas Regional Sales Conference, Pittsburgh, April 7-8, 1952.

WHY DID YOU SELECT A GAS RANGE RATHER THAN ONE USING ANOTHER FUEL?

	1951
Economy	35.6%
Quicker	15.1%
Habit	13. %
Dependable	10.7%

FORECAST OF GAS RANGE CUSTOMERS

	Number of Residential Gas Customers LP and Metered	Number of those buying Gas Ranges during the year	Percent of those buying ranges
1953	31,600,000	2,844,000	9
1954	32,600,000	2,934,000	9
1955	33,600,000	3,024,000	9

PERCENT OF GAS RANGE PURCHASERS TO GAS CUSTOMERS

	Number of Residential Gas Customers LP and metered	Number of those buying Gas Ranges during the year	Percent of those buying ranges
1939	17,235,000	1,501,000	8.7
1940	18,018,000	1,742,000	9.7
1941	19,146,000	2,277,000	11.9
1946	22,984,000	1,800,000	7.8
1947	24,086,000	2,390,000	9.9
1948	26,128,000	2,750,000	10.5
1949	26,890,000	2,106,000	7.8
1950	28,250,000	3,023,000	10.7
1951	29,662,000	2,400,000	8.1
1952*	30,600,000	2,000,000	6.5

* (Estimated)

dising is as plain as the five fingers on my hand.

The entire gas industry owes a vote of thanks to the electrical industry! Let's not forget that they awakened us to the need for better ranges; now they are showing us the need for far stronger selling, advertising and merchandising. Yes, this very strength has been their biggest weakness in that they've aroused finally the sleeping colossus which is the gas industry."

A nationally known appliance dealer states that, first of all, the gas industry needs to fall in love all over again with its merchandise. Gas utility men need to feel that same enthusiasm they felt when they first started in business. They must stop looking at their merchandise and seeing nothing but steel, pipes, burners, nuts and bolts. That's not what they're selling. They're selling delicious meals, easily and comfortably prepared with every modern convenience. They're selling beauty, luxury, health, comfort and happiness—not goods! They should forget they've been married to their merchandise so long, and look at it with the same starry eyes as they did long ago."

Mighty good advice, that! Everyone related to gas appliances could do with a more enthusiastic approach to these really fine automatic gas ranges of today.

The gas industry is on the verge of the greatest expansion it has ever known. Spread across the front cover of *Life*

magazine on March 10 was the headline, "Fastest Growing U. S. Industry." That story was about the boom in natural gas. It told how pipelines were bringing natural gas to millions of new customers; how this clean, pure fuel has come into its own as a vital national resource, and the industry that supplies it has become the fastest-growing in the U. S. It told how revenues have jumped from millions to billions; how ten million customers have been added in 10 years, and the mushrooming petrochemical industry has provided a vast new outlet, processing gas for use in cosmetics, plastics, fabrics, drugs and ink. This year, it pointed out, the wells, most of them in the big gas reservoirs of Texas, Oklahoma, Kansas and Louisiana, which hold four-fifths of the U. S. reserves, will turn out natural gas to the tune of eight trillion cubic feet.

Eight trillion is a mighty large figure. Why, they don't throw figures like that around even in Washington!

Business Week of March 8 reported that a giant gas producer is increasing its capacity from three billion cubic feet a day to four billion. *The New York Times*, on March 10, ran another glowing report of gas industry expansion.

A whole new era is opening up for the gas industry. The industry must gear itself to take advantage of it.

Industry management must lose its complex about price. The "CP" program

has been running since 1938—that's fourteen years—yet the percentage of industry sales of "CP" ranges is ridiculously low. In 1951, "CP" ranges accounted for only 26.2 percent of sales.

That means that 74 percent of the gas ranges sold last year were in the lower-priced bracket. Is *that* selling beauty, leisure, comfort, luxury?

The electric range figures were just about the reverse of that: seventy percent were fully automatic.

Why are utilities and appliance dealers so timid about this matter of selling a fine, fully automatic "CP" range? Are they afraid people won't spend that much money? They spend it for electric ranges. They spend it for television sets; plenty of people are on their *third* television set already.

Doesn't it really get down to a matter of good, hard selling? Of starting with the top model first? A number of purchasers of our ranges fill out and return a questionnaire to us. Under the question—"What features would you like to see added?", it is amazing how many people say we should add oven clock control, or oven window, or oven light.

The better models of gas ranges have. Some *order taker*—he's not deserving to be called a salesman—just didn't bother about telling a complete sales story.

When the industry gets that 26 percent "CP" up to 40 percent, 60 percent, 70 percent, then it will have a decent

margin of profit for more promotion, more sales training, more advertising for this battle of fuels. With unit sales down, its salvation lies in the upper price brackets.

Next, the gas industry must get across its profit story. The one thing that dealers are interested in today, above all others, is the money they put in their cash registers. In the financial pages it's the same story over and over again: "Big Sales—Smaller Profits."

Isn't this an unheard of opportunity for the gas industry to do some shouting about its 40 percent discount? Can't utilities and appliance manufacturers at a time like this, when the profit squeeze is rough, make more capital out of this advantage? Those who don't should have their heads examined.

A big dealer said the other day, "Electrical appliance dealers are reaching out for something to sell at a profit. The TV business is shot. Refrigerators are going begging. Dealers are losing money."

Here is an existing vacuum into which the gas appliance business can move with its profit story and get more attention than ever before, because dealers are hungry for profitable sales.

Next, the gas industry must chart a promotion program and *stick to it*. Too many promotions are pulling in too many directions at the same time. There are too many slogans. Just listen to this "Tower of Babel": "*Gas has got it*"; "*Naturally, it's Gas*"; "*The Trend is to Gas*"; "*The Swing to Gas*"; "*Ride the Gas Line—faster—cheaper*"; and "*The Magic Fuel*." What do the electric people say? They say, "*Of course, it's electric*." And they keep on saying it.

The gas industry's promotion plan must be positive in approach and aggressive in action. Too often, gas men are merely counter-punchers. The electric people will launch a big drive on speed cooking and we rush to combat it; or clean cooking and we rush to neutralize that.

But it is axiomatic that defensive armies rarely win wars! The gas industry must tell its story so effectively, so convincingly, so aggressively that there'll be no need to get excited every time the electrical industry springs another of its campaigns of imagined superiority.

Gas appliance promotion plans must reach right down to the local level, to the store and to the salesman out ringing doorbells. There is no substitute for salesmanship at the retail level. Some-

one asked me the other day to name an appliance dealer who sells 500 gas ranges at retail in a year in a large major city. I couldn't do it!

I knew of many who sell that many refrigerators or TV sets or washing machines. Again I ask, "why"? And again I answer, "lack of salesmanship"! Lack of promotion at the dealer level!

Of course, it's hard work, but it's a challenge gas appliance men have to meet. Recently one of our salesmen wrote:

"When you were here two years ago we called on a dealer on south Peoria Avenue in Tulsa. He was so sold on electric ranges that he practically ordered us from his store. He thought that no gas range could stand up to electric.

"*I have been calling on this man ever since, and yesterday he finally let me sit down and go over our product story. I signed him up with a first order calling for fully automatic clock controlled gas ranges. It was obvious to me that he had been taught to sell top-price, automatic ranges by the electric industry, so this type of dealer is not afraid of high ticket items!*"

Most important, here is proof positive that persistent effort, coupled with a presentation of the full facts, are vitally necessary on thousands of other electric minded appliance dealers; electric minded because of numerically superior electric salesmen constantly talking electricity. This must be combatted with more manpower, more people talking gas.

Efforts must be aimed at leveling off the electrical peaks in the fuel topography of this country. Drives must be designed both to entrench the acceptance of gas in its strong areas, and to attack vigorously the high ground of electricity. Oregon and Tennessee are typical of areas with strong preference for electricity.

Look at the Eastern Seaboard right now! In Connecticut, gas range business is dismal; in Brooklyn and Philadelphia, electric ranges are going begging.

Why such a difference in areas which are practically adjacent? It can't all be blamed on rates. Without doubt this is due to mistakes in sales planning which have permitted electricity to overshadow gas.

In Philadelphia, for the last five years, 97 percent of all new building projects were equipped with gas ranges. Ninety-six percent of all Philadelphia homes

(Continued on page 50)

Gas stars at orange bake-off





It took a logger's saw to cut the "Biggest Cake in the World," baked in commemoration of the world's biggest bake off. The 904 pound cake contained 904 cups of flour, 904 eggs and 302 cups of orange juice, and was five feet in diameter and three feet thick. Seen cutting it are Orange Show President L. I. Harris and 1952 Orange Show Queen Paula Fagette, while "chefs" L. E. Watkins, E. K. Snidecor and W. W. Newton of Southern California Gas Co., stand by



Mrs. Irene Wright, San Bernardino, left, was adjudged the best cake baker, while Mrs. B. M. Pace, Upland, took pie honors. Each of them received a beautiful new gas range of her choice as a prize. Paula Fagette, center, was Orange Show Queen, while L. I. Harris, Orange Show president, and W. P. Hand, division manager, Southern California Gas Co., made presentations



The time limit for the baking contest was one and one-half hours, but the judges needed three hours to select the best pie and cake, because "cooking with gas always gives perfect results"

Gas created national interest and publicity at the 1952 National Orange Show in San Bernardino, California. Newspaper cameramen, newsreel men and reporters lined up to cover the big event. Press stories, newsreels and radio all over the nation reported the tremendous gas bake-off held there. And the star of this great event was Gas!

One hundred twenty "best cooks" using 120 modern, automatic gas ranges arranged in curved rows in a huge auditorium, prepared and baked their entries in a contest for the best orange cake and best lemon pie.

The Natural Gas Bureau of Southern California and Southern Counties Gas companies, the officials of the National Orange Show and the California Sun-kist people worked in close cooperation to make this bake-off such a tremendous, newsworthy contest. It was the most popular event of the entire show, and the thousands of spectators will long remember it and the great dependability of gas that made it possible.

Why I like working for a public utility

By HENRY F. UNGER

I like to feel that I am a typical public utility employee. I have an attractive, hard-working wife along with two swell children, twenty-one months and three months of age. We live in our own average-sized home and in general we are not angry with the world. Fact is, I believe that my job has a lot to do with this happiness. I do not think I shall ever regret joining up with this gas utility.

I was only twenty-two years of age in 1948 when someone suggested that I visit the employment office of a large city gas utility. I wasn't satisfied with the job I had then, and so I checked with the employment manager. His interrogation suggested to me that the utility was seeking people with character and those eager to get ahead. I had no experience in this work, but apparently the employment manager saw something in me. He took me on with a probationary condition.

When I had a chance to apply for a certain type of work in the utility, I quickly chose customer service work. Three reasons cropped up in my head for this choice. I like to meet people. The work was outside. There was no digging involved, as in other departments.

In a way the trial period through which I was processed was a good thing. It was a mutual chance for the company to watch me in operation and decide on me and for me to decide on the company. I did and the company did.

Now that I handle the utility's orders without difficulty, I look back with satisfaction on those training days. There was a basic training course during which the rules of the utility were read and the benefits explained. How to write up orders was outlined. Water-heater repair was explained along with the matter of adjusting ranges and calibrating ovens. The techniques of operation were all interesting. I liked best of all furnace repair.

As I make the rounds today among

Reprinted from the February 14, 1952 issue of *Public Utilities Fortnightly*.



the utility's customers those rules remain with me. I am, for instance, careful what I do when I inspect a furnace so as to keep safety first.

After an eight-week intensive course, I became a regular. I was able to hook up with other regulars in their rounds. Not to brag, I was able in one year to do the work which many others have taken five years to learn. It was simply a matter of applying oneself in the school sessions which are held infrequently but which are eight-hour a day, five-day-a-week affairs, with a written test at the end of each day.

I thrive on responsibility

I quickly learned as a representative of the customer service department the principle that the customer is always right. In a hurry I learned that a good public relations program from the serviceman on up makes for a thriving utility. Our department was the only one to go into the home. I found too that my reports had a ring of authority. Once I wrote out a report on a home, factory, or institution, it could not be changed by the supervisor. I was the only one who could change this report. I also would be held responsible for any faulty misjudgment. I liked that and still do.

For the first nine months of regular duty I was assigned to a company truck. This meant that I must call into the main office three times a day and report on my activities. When I proved my true qualities, I got the prized radio truck, a 3,800-pound job, completely equipped to handle any type of emergency. There were gauges, meters, and even firebricks.

I operate on a 40-hour, five-day week and begin work at 8 a.m. If I handle a radio truck, I return to the main office shop at 4 p.m., arrange my reports for the day, and then quit at 4.30. As soon as I enter the shop in the morning, I check my truck. All equipment which was used the previous day must have been replaced by the night crew. I pick up five normal jobs and then move out to the first and closest task. All normal work goes out the window in my radio truck when emergencies are called in to me.

My biggest work load comes from people who imagine that they smell escaping gas. The girl operators at the main office contact me about the emergency. I mark down the house number and hurry over. It may mean a complete cross-city run, but it must be done. We specialize in good service and that is my job and, honestly, I love it.

Of course, it has its grim side, occasionally. I had such a rush job recently when I was ordered to hurry to a downtown cheap hotel. A man had been asphyxiated in one of the rooms. I rushed past a distraught hotel manager and found the man dead. Quickly I checked the reason. I noted also that this hotel had had trouble previously along the same lines. I noticed that two space heaters had been connected to a single three-inch flue pipe. The whole thing was overloaded and the fumes were forced into the room. The baffles had fallen into the heat exchanger. I tore down the flue, injected a mirror to look for some sky. Often birds and loose bricks fall into a chimney and cause gas poisoning. More gas men had to be called and then I had a big task before me. The entire hotel had to be cut off from the gas supply until the system had been thoroughly overhauled. Numerous meters had to be closed down and all outlets shut off, which always is a big job.

There is rarely a dull moment in my daily workday. The other day a man had turned on all the gas jets in his apartment. He then lighted a candle and blew out the side of the apartment, endangering the lives of other people. He was a suicide and I had to rush over and test all the lines in the apartment building, shut off the gas in the street, turn off the pilots throughout the building, and yet restore service as fast as possible to the tenants.

Because of my job, I get to meet all types of people. They may be in the slums of the city or in the fancy apartments of the city. There are also many delicate problems. I recall one lady who almost caused me some days' loss of pay. I tested the lines in her apartment house. I found some of them leaking and recommended a plumber, not however suggesting any specific plumber, which is

against our policy. Apparently, the plumber repaired the leaks and returned for a check and found other leaks. Again a plumber was called in. Then another trouble shooter was sent to check the leaks. A final approval was placed on the job. However, about two months later, the lady caused trouble. The supervisor called me in and told me that I had suggested a certain plumber and the complaint was that he in turn had charged her exorbitant rates. Finally, faced with a penalty of several days off without pay, I went with the supervisor to the lady's house, where everything was straightened out.

Working with a utility service which is so important to citizens, I realize how upset people can become when it is turned off because of faulty equipment. Generally, they will listen when I explain that the gas is turned off temporarily to protect them. One woman who had broken the seal I had placed on her meter did not think that I was concerned with her welfare. She met me at the door with a shotgun. Other more powerfully equipped members of the utility had to return later to deal with the woman.

Home owners depend on me

When the cool weather arrives, I keep my radio truck rolling almost constantly. A major problem is the furnace. Before the furnace is turned on, the owner must apply for a permit. Since I like to have my home warm, I know that often hundreds of house owners rely upon my speedy service. If I find the furnace meets the regular tests, I leave a white tag on the furnace. A yellow tag indicates that something is wrong with the furnace but the fault isn't too dangerous. A red tag shows the owner that the furnace is dangerous. I have to disconnect the furnace when the red tag is displayed. Careless or foolish furnace owners, who see the red tag and still use the furnace, jeopardize their lives. When I find that such an owner has again connected the faulty furnace, I simply shut off the gas and put back the wire seal.

Despite loud shoutings, a small factory owner recently saw me turn off his

gas because of leaking house lines. The man broke the seal on the meter and used the gas. I made another report and he was liable to a big deposit. Some people think that I am an ogre when I am only performing my duty. I have come to think, however, that these occasional demands on my tactfulness and patience help me in my family life and enable me to build my own character to stand up when things might not go just right.

There are numerous cases in this field of work when downright good Christian charity can also be called into play. For instance, recently I was sent to an elderly widower's home. The poor man's home was cold and I had to test the lines. I found them faulty. It meant that the

widower would need the services of an expensive plumber. I could see that he probably didn't have what was needed—money. So I worked fast and made the minor repairs and then approved the system. The company bosses were willing, unofficially, of course, that if I didn't use too much time, and the repair job was within my scope of operation, I could proceed to repair it. It proves that the utility has a heart.

When frequently I discuss my job with my wife, we realize the benefits involved. I started, it is true, at a salary of \$204 but I have made satisfactory progress and within five years I can hit the peak. Then I go on a merit basis, which should be easy for me since I like to

work hard and take my job seriously. I don't honestly think I could find a better class of supervisors anywhere than those connected with my department. They know that I can handle my job and so they leave me alone. Then, too, they are never slow in giving me proper recognition when it is deserved. When I recently helped out an old woman with her furnace and then passed it, she sent the president of the utility a glowing letter. My back was pounded by my superiors with a "well-done" thump. That made me glad to work for such an outfit, which recognizes work beyond the actual call of duty.

I don't mind the union dues of \$1 a
(Continued on page 50)

Gas industry needs trained rate experts

By B. P. DAHLSTROM

*Public Service Electric & Gas Co.
Newark, N. J.*

*Chairman
A. G. A. Rate Committee*

The widespread need for rate adjustments in the gas industry, arising from the shifting economic picture, has emphasized the urgent requirement for more men trained in rate matters. That there is and will be much activity in the field of rates was clearly indicated in a paper by the late A. G. A. President George F. Mitchell, which was repro-

duced in abridged form in the April issue of the MONTHLY.

This shortage of competent gas rate experts is one of the aspects of rate making under today's shifting economy to which the A. G. A. Rate Committee has been giving extensive study. The need for adequate preparation of rate cases when petitioning a regulatory body for a change in rate has assumed major importance. Inquiries for trained rate men are continuously being made to members of the committee and to A. G. A. Headquarters. This industry need has pointed up the inadequate number of trained gas industry rate men and made the committee

acutely aware of the urgency for the provision of training in this field.

The Rate Committee at its last meeting directed that the attention of gas industry executives be called to this lack of men equipped for rate work, and that they be urged to begin training men for this function in their companies. As a practical means of putting such training into effect, the committee has suggested that trainees be given the advantage of attendance at outside courses, such as the University of Michigan's summer session on public utility activities. A course of this type can be a valuable portion of the man's background training in all phases of the utility business.

A spring bouquet for gas associations

Men in different vocational niches will appraise an industry from different aspects. Each man will be inclined to view the industry through his own particular vocational relationship to it. As a trade association executive, I view this industry from an association standpoint, and I believe that our gas industry has an excellent association structure.

The American Gas Association is doing an outstanding job in many ways and on many fronts and the Gas Appliance Manufacturers Association is likewise doing a most constructive job for our associates in that field. The three regional gas associations which have full-time staffs—Pacific Coast, Southern and New England—are doing a type of work for their respective members that cannot well be done by any national association and

are doing it in a competent and efficient manner. It may well be that our industry needs one or two more regional associations with full-time staffs.

"A recent retail newspaper advertisement was entitled 'Look the Others Over and Then Look Us Over.' If our industry leaders were to conduct such an exploration, I am sure that they would feel that, among the many things of which our industry may be proud, the performance of our industry's trade associations is one. Consider the strength which all of our national, regional and state gas industry associations impart to our industry by reason of their combined and united efforts on various common problems as well as upon various questions of special interest to their own particular areas!

"The friendly and cooperative attitude of our industry's leaders toward our industry's associations has long been a matter of encouragement to the staffs of various associations. Our leaders have long recognized the value of association work. They have invariably been substantial personal participants in this work. That is an important reason why the A. G. A. would stand direct comparison with any national trade association in America today and the results would be most gratifying to all of us."

—Clark Belden, managing director, The New England Gas Association, speaking before that group's annual meeting, Boston, March 27, 1952.

Interest during building



By ARTHUR W. HATCH

Assistant General Auditor
New York, N. Y.
Ebasco Services Inc.

The practice of including in construction costs so-called "interest during construction" has been prescribed for public utilities by regulatory authorities since the earliest days of accounting regulation of the industry. Nevertheless, differences of opinion regarding certain aspects of this practice still exist, not only among companies within the gas and electric industries, but also among the regulatory commissions and courts concerned with utility accounting in rate or other proceedings. It is the purpose of this report to review the historical development of this practice and the more important considerations which may be of interest in evaluating policies applicable to these industries.

Interest as a cost has its foundation in the economic principle that the measure of cost is the sacrifice incurred. This applies as validly to an income foregone, in order to acquire a valuable asset, as it does to funds actually paid out.

The economic concept of interest as a cost is so universally recognized that it seems unnecessary to labor the point here beyond the following quotation¹ which points up the special significance of interest during construction to utilities as compared with other kinds of business:

"When the original investors decided to devote their funds to this venture, their act cost them something; they sacrificed such rival opportunities as the market afforded for the investment of their funds, and unless this business compensates for that sacrifice, then they are out of pocket for having gone into it. . . . The keeping of the books of account is governed by a number of other considerations, some of which favor including interest while others favor excluding it. What is needed, however, is that accountants and others should recognize clearly that, even if interest is not treated as a cost in the general books of account, it must be reckoned as such for certain purposes." [Italicising added]

In unregulated industry, it may not be necessary to record interest in the accounts, since the methods and the results of accounting do not determine selling prices and profits. On the other hand it is important that utility accounting should

reflect the economic facts for, under regulation, the utility may not otherwise be compensated with a return on its investment.

The practice of capitalizing interest on indebtedness incurred for construction purposes dates well back into the 19th century when business began to assume the form of large, corporate enterprise. This practice originated prior to the formulation of accounting "rules" or "principles" such as we have today.

In the United States, from the early part of this century, the capitalization of interest paid on borrowed funds during the construction period has been sanctioned as a rule of general application by practically all accounting authorities. On the other hand, capitalization of a return on proprietary capital has not been generally accepted in the unregulated field but has been recognized as sound for regulated public utilities.

Many authorities maintain that the failure to capitalize a return on equity funds by unregulated industries is unsound, as for example a recent work by Foster and Rodey² which states:

"In the accounting of unregulated industries the amounts capitalized, if any, are commonly limited to the amounts of interest paid on borrowed funds. This is, however, an accounting convention that is inconsistent with the idea of recording in the asset accounts the economic cost of productive assets. The very phrase, 'interest during construction,' is misleading and inadequate to express the economic objective. It is not 'interest' in the sense of contractual interest payments that is appropriately capitalized; it is 'interest' only in the sense of the economic cost of the temporarily unproductive capital."

However even those authorities who oppose capitalization of a return on equity funds by unregulated industry, recognize the propriety and justification for the practice by regulated utilities.

The first uniform systems of accounts for utilities were adopted in 1908 by the States of New York and Wisconsin. Both provided for capitalization of interest on debt incurred for construction purposes in substantially identical terms.

A few years later, in 1914, the Interstate Commerce Commission issued its first uniform system of accounts for steam railroads which provided not only for capitalizing interest on debt but also for charging a reasonable rate of return on the utility's own funds used for con-

Abridged version of a report of A.G.A.-EEI General Accounting Committee, delivered before the National Conference of Electric and Gas Utility Accountants, Hotel Commodore, New York, April 7-9, 1952.

¹ The Economics of Overhead Costs, by J. Maurice Clark. The University of Chicago Press.

² Public Utility Accounting, by J. Rhoads Foster and Bernard S. Rodey. Prentice Hall, Inc.

struction purposes. This same definition was adopted and incorporated verbatim in the Uniform System of Accounts for Electrical Corporations recommended in 1920 by the National Association of Railway and Utilities Commissioners. While there have been changes in wording in subsequent state and federal systems of accounts for gas and electric utilities, the general sense of the provision regarding interest during construction has remained unchanged since that time.

State and federal uniform systems of accounts for telephone, water, transportation and other utilities have in substance, paralleled those cited for gas and electric companies in respect to provisions regarding interest during construction.

A recognized procedure

Thus it will be seen that accounting for interest during construction had long been a recognized practice in most regulated industries of all kinds. However a revision was made in the Interstate Commerce Commission System of Accounts for steam railroads, effective January 1, 1942, prohibiting capitalization of a return on equity funds, in the following language appended as a note to the usual provisions requiring capitalization of interest on debt:

"Note E.—This account shall not include interest during the construction period on the carrier's own funds expended in connection with the acquisition or construction of original road and equipment, extensions, additions, and betterments."

This provision is a complete reversal from established practice, and appears to be illogical and entirely inconsistent with the purpose and fundamental reasons for capitalizing a return on utility work in progress.

The FPC and NARUC Systems of Accounts for electric utilities list "interest during construction" as one of the components of construction cost, in paragraph 5 of plant account instructions which provide:

"The cost of construction properly includible in the electric plant accounts shall include, where applicable, the direct and overhead costs as listed and defined hereunder:"

Unless the words, "where applicable," might be so construed there is no specific statement that the capitalization of inter-

est during construction is discretionary.

Nevertheless, there have in fact been considerable variations in practice in accounting for the construction costs of electric and gas properties, and a number of companies do not capitalize interest at all. It is evident that an area of management discretion has long been recognized as proper.

Furthermore, in its opinion Number 56, December 6, 1940 in re Northwestern Electric Company (reclassification of electric plant) the Federal Power Commission said, in connection with that company's proposed adjustment to plant for interest which had not been capitalized on construction during prior years:

"It cannot be asserted that any 'accounting error' was involved in the choice of previous management not to capitalize interest during construction on much of the construction during this period. Such a choice was within the field of managerial discretion. The deliberate choice not to record this allowable component of cost represented the manifestation of the management's considered policy."

Where interest actually paid on debt incurred for construction is capitalized during the construction period, the internal revenue code allows the income taxpayer the option of either capitalizing such charges or taking them as current deductions.

However, in ordinary utility practice, where a composite rate is applied representing the over-all amount of interest and return on the utility's own funds, no such option is available, and in consequence interest is taken as an income deduction, and the amount of interest capitalized is eliminated from plant for depreciation and all other purposes affecting income taxes.

Utilities have been keeping separate records for income tax purposes on this basis and since it is only one of many differences between the regular books of account and tax returns prepared according to the technicalities of the law, this difference presents no particular problem.

No cases have come to light in the current study where the capitalization of interest during construction has been questioned in principle by commissions or courts. There have, of course, been numerous cases before the Federal Power Commission and others involving fringe questions such as the period of construction during which interest could

properly be capitalized, and the question of "reaccounting" heretofore cited.

Opinions and decisions examined fully support the propriety of this practice. The principal controversial questions disclosed by a review of cases reported for a number of years back concern the treatment of construction work in progress in determination of rate base along with the related treatment of interest during construction in the income account, and also some questions as to the appropriate rate to be capitalized.

Some commissions exclude construction work in progress from the rate base where interest has been capitalized on the ground that the utility has thereby recovered its return. In other cases, work in progress has been included in the rate base and the offsetting interest which was capitalized has been included in operating income in order to avoid duplication.

Accounting is, or should be, realistic. That is, it should be not only consistent with basic principles of economics and accounting conventions, but it should serve some useful purpose.

Practice not general

It has been noted that despite theoretical arguments for recognizing interest during construction as a cost in unregulated industry, the practice is not generally followed. Prices charged for goods and services in competitive markets and profits earned by unregulated, competitive enterprises are not specifically related to the recorded costs of their assets. Thus there is no particular need or reason for such industries to charge interest in their accounts, although it should be noted that interest is normally taken into consideration in management decisions even though it is not recorded on the books.

A regulated public utility is in an entirely different situation. Earnings are limited to a reasonable rate of return on investment, but at the same time these regulated industries are not guaranteed a fair return. If business conditions or other factors prevent the earning of a fair return in any period, the investors must suffer the loss and the loss may never be recovered in future periods.

Unlike loss in operation, the loss of return during the construction period can not be imposed on the investor, be-

(Continued on page 48)

Approval Requirements Committee adopts important new regulations covering testing of approved gas appliances

Appliance standards revised



The A. G. A. Approval Requirements Committee and guests pose during the March 11 meeting, at the Laboratories, Cleveland. Seated, l. to r., are R. E. Cramer and Lyle C. Harvey, Cleveland, Harold Massey, New York, Chairman E. H. Waring, Kansas City, Kans., Secretary Edwin L. Hall, Cleveland, J. H. Eiseman, Washington, and E. H. Eacker, Boston. Standing are B. A. McCandless, Cleveland, G. W. Jones, Pittsburgh, K. R. Knapp and F. E. Vandaveer, Cleveland, E. R. Downe, Elyria, Ohio, William Van Arnum, New York, R. K. Thulman, Washington, W. H. Patrick, Brattleboro, Vt., John C. Mueller, South Gate, Calif., L. R. Mendelson, Cleveland, C. A. Kooke, Baltimore, Robert H. Taylor, Denver, E. C. Phillips, Toronto, Guy Corfield, Los Angeles, Paul C. Ruth, Cleveland, C. E. Hilton, New York, H. B. Noyes, Washington, K. T. Davis, Cleveland, John H. Wolfe, Baltimore, Dr. E. C. McCracken, Beltsville, Maryland, E. O. Mattocks, New York and L. H. Hiers, New Orleans. Appliance testing standards for '53 were adopted

The 1953 domestic gas appliance testing standards were adopted by the A. G. A. Approval Requirements Committee, during committee meeting, March 11, at the Association's Laboratories, Cleveland. Major changes apply to the standards for ranges, water heaters and central heating equipment.

Most extensive revisions were made in gas range standards. These were recommended by the subcommittee for gas ranges and previously had been submitted to the industry in the form of three separate criticism texts. Changes incorporate the strengthening of requirements covering electrical components and wiring, adoption of test methods for ranges designed for forced venting, and a similar coverage for recessed range sections. Forced venting is applicable to

units intended for use with kitchen ventilating systems. Recessed range sections are incorporated in kitchen cabinet assemblies. The new requirements will cover the detailed testing of such units.

The section applying to ignition test methods was rewritten. Its text was modified for clarification and to revise regulations covering the lighting of simmer burners. A special working group of the range subcommittee worked diligently for more than a year considering the many technical points involved and consolidating them into an acceptable standard.

A proposal that range top burner valves shall have the same direction of rotation and same position at which ignition takes place was adopted. The subcommittee originally proposed that

valves also have the same sequence of control and the same limit of rotation. This was finally adopted as a recommendation. Such a recommendation, included in what otherwise are mandatory provisions, usually is notice that the committee believes the industry as a whole is not quite ready to carry it out, but that a modification is probable in the near future.

Since the new criticism texts represent modifications to standards contained in the present gas range text and to two subsequent addenda in print, a complete new text will be published following formal approval by the American Standards Association with which the committee is affiliated.

The major change adopted in water
(Continued on page 56)

Doubly busy wives like gas ranges

Daisy fresh approaches are brightening the American Gas Association's continuing domestic, commercial and industrial gas national advertising campaigns budgeted for 1952 at \$900,000.

Life, love and the pursuit of happiness are being underwritten by the new automatic gas range. Toward these ends the A.G.A.'s national advertising program allocates a major portion of its funds—\$500,000. Water heating, clothes drying and refrigeration are budgeted at \$180,000. Commercial and industrial gas advertising expenditures come to \$143,000.

Advertising themes in the domestic range program are based on people "happily married" and busily occupied leading "double lives." From these happy faces spring two new campaigns in which local gas companies have cooperated.

Four-color photographs of three happily married couples are being used to brighten advertisements with their personal testimonials. One couple, married 37 years, was selected by the Council Bluffs (Iowa) Gas Co. to tell their story of new gas ranges which "cook best by every test."

"Meat shrinkage in the oven of our automatic gas range amounts practically to nothing," said a twosome, happily married for 18 years, selected by the New Haven (Conn.) Gas Light Company.

"We lead double lives!..."





Busy secretary in a law firm, Mrs. Thomas S. Fogarty of Rochester, N. Y. says, "It's luxurious to come home to a dinner cooked by our automatic Gas range—and all ready to serve! The oven even keeps meat shrinkage down, too—and our Gas range costs so little to run!"

"I show houses all hours," says Mrs. R. B. Butler, realtor of Tulsa, Okla. "No wonder I'm delighted with the time my new automatic Gas range saves me! Instant heats—hundreds of them! Quick delicious broiler meals! And my Gas range keeps pans and walls immaculate!"

"Now I'd manage without my automatic Gas range I don't know," says Mrs. Pat Wilson Greenwald, who does radio and TV work in Columbus, O. "Dinner's ready when we get home! Never a failure in that perfectly even oven! I've found that Gas cooks best by every test!"

we need the last word in automatic ranges



This beautiful New Proforma Gas Kitchen® features a beautiful new "BROILER" "GR" automatic Gas range—one of the many fine brands of completely automatic Gas ranges designed to delight good cooks! They give you wonderful air-circulated ovens for the evenest baking known... really smokeless broilers for that "Roast-Room" flavor... clock controls for automatic cooking... oven lights, burners, range tops—everything made for the easiest cleaning in the world. NO WONDER MILLIONS MORE WOMEN BUY GAS RANGES THAN ANY OTHER KIND! Go see these marvels in the Spring Style Show of automatic Gas ranges... at your Gas company or appliance dealer's... today!

AMERICAN GAS ASSOCIATION

GAS cooks best by every test"

Gas—the modern fuel for automatic cooking... refrigeration... water-heating... clothes-drying... space-heating... and more.

And one-year-newlyweds, at St. Claire Shores, Mich., served by the Consumers Power Co. of Jackson, Mich., said their automatic gas range enabled the housewife to "go to work, and come home to a perfectly cooked, complete oven dinner!"

Time saved by new automatic gas ranges helped three business women who lead "double lives" by working and keeping house. An outstanding portrait photographer at Belleville, N. J., selected by the Public Service Electric and Gas Co. of Newark, N. J., said she depends upon the "smokeless broiling and easy cleaning" of her automatic gas range to save the time consumed by her irregular work hours.

A candy store owner, chosen by the Arkansas-Louisiana Gas Co., Little Rock, appreciated the "speed" of her gas range at dinner time. And a perfect gas oven never has caused a baking failure to a busy radio and television gal served by the Ohio Fuel Gas Co., Columbus.

Both the "happily married" and "double lives" themes are dedicated to pro-

moting the Spring Style Show with fourteen insertions from April through May in *The Saturday Evening Post*, *Life*, *Good Housekeeping*, *Woman's Home Companion*, *Better Homes and Gardens*, *American Home*, *Parents*, *Today's Woman*, *Woman's Day* and *Family Circle*. Two additional advertisements, in *Life* and *Woman's Home Companion*, feature glamour-gorgeous Kathryn Grayson and automatic gas ranges, too, as part of the Spring Style Show campaign.

In commercial and industrial advertising themes, something new also has been added. Actually it's something so old as to be new—the basic fact that practically all eating places cook with gas. This is A.G.A.'s March-through-May "Proof of Profits" campaign. Double page spreads, presently appearing in leading hotel and restaurant magazines tell the world that "all cook with gas at Miami Beach"—hotels, restaurants; fast food service establishments, drive-ins and drug fountains, hospitals, cafeterias and chain store restaurants.

Mass promotion of "matchless" gas ranges enlists aid of 250 dealers and department stores in \$200,000 campaign

Automatic "jet" ignition drive

Single point ignition is having its first mass promotion to consumers in the Philadelphia Gas Works' \$200,000 "Matchless Cooking" campaign. The three-month drive, calculated to sell two-thousand of the new "jet" jobs to Philadelphia area homemakers, is the first of its kind to grow out of the vast field testing program carried on for several years by gas utilities and manufacturers.

The Philadelphia Gas Works, in cooperation with three leading manufacturers of "matchless" ranges, is providing the merchandising leadership in a campaign which has the support of 250 dealers and department stores.

At an April 1 press conference which opened the promotion, Frank H. Trembly, Jr., vice-president of the Philadelphia utility, described the new "flash tube" or jet firing system as "the greatest contribution to gas range construction and performance since the oven heat control was first used more than twenty-five years ago." It offers completely automatic ignition of ovens, broilers and top burners from the single pilot light.

On the following day, Philadelphia Gas Works used a full page ad to tell consumers of "The most revolutionary range ever built! The Matchless New Gas Range! No matches! No Gadgets! No Buttons!" Caloric Stove Corp. used another full page dramatically headed "Don't scratch that match!" to announce "The greatest improvement in gas range ignition since ranges were invented," and to present the names and addresses of its Philadelphia area dealers. Lit Brothers department store devoted a quarter of a page to picturing and describing a "new kind of gas range! No need to hunt for matches."

The initial schedule of local newspaper advertising by the Philadelphia utility



Sheri Horton, Philadelphia Gas Works demonstrator, describes the many outstanding features of the new "Matchless" gas range, while Frank H. Trembly, vice-president of the same company, and Julius Klein, president of Caloric Stove Corp., watch her

calls for an expenditure of \$70,000 which is being increased by the tie-in advertising of manufacturers, stores and dealers. In addition, dealers and stores have been provided with display backgrounds, a variety of easel-backed cards, window streamers, consumer folders, gold seals, badges for salesmen. Special cooperative advertising arrangements also are offered to dealers by both the utility and manufacturers.

The "matchless" drive also is getting a full treatment on the utility's radio and television programs throughout the campaign. In addition, the gas company is enclosing two bill stuffers to 500,000 customers.

In a further effort to increase the effectiveness of the dealers' sales efforts, more than 30 special sales training clinics have been held for dealers and their salesmen, and dealers are given an op-

portunity to participate in special cooking school demonstrations featuring matchless ranges.

As a plus to both dealers and customers, the gas company also provides free adjustment service, a free demonstration in the customer's own kitchen and a free copy of the cookbook, "Food Is Fun."

The Philadelphia Gas Works has installed ranges in 150 dealer outlets for demonstration purposes without charge. Also, it is providing free installation of a matchless range in the home of any dealer or full-time dealer sales employee who purchases one of the ranges.

During the introductory press conference, Mr. Trembly enumerated a long list of advantages of the new ignition system. He said the new system offers all of the customer advantages of other systems, none of their disadvantages.



Utility fiscal leaders gathered at a dinner session in the grand ballroom of the Hotel Commodore, the second evening of the conference



Accounting Employee Relations meeting leaders were: J. D. Elliott, The Detroit Edison Co.; J. E. Glines, Michigan Consolidated Gas Co.; J. F. McCahon, Philadelphia Electric Co., co-chairman; R. W. Brown, Niagara Mohawk Power Corp.; and N. W. Wade, Memphis Light, Gas and Water Division, co-chairman



A Taxation Accounting meeting group were: C. H. Mann, Columbia Gas System, co-chairman; W. S. Alt, Union Electric Co. of Mo.; E. L. Stack, Delaware Power & Light Co.; L. F. Scholley, Cleveland Electric Illuminating Co., co-chairman; and I. M. Avent, United Gas Corporation

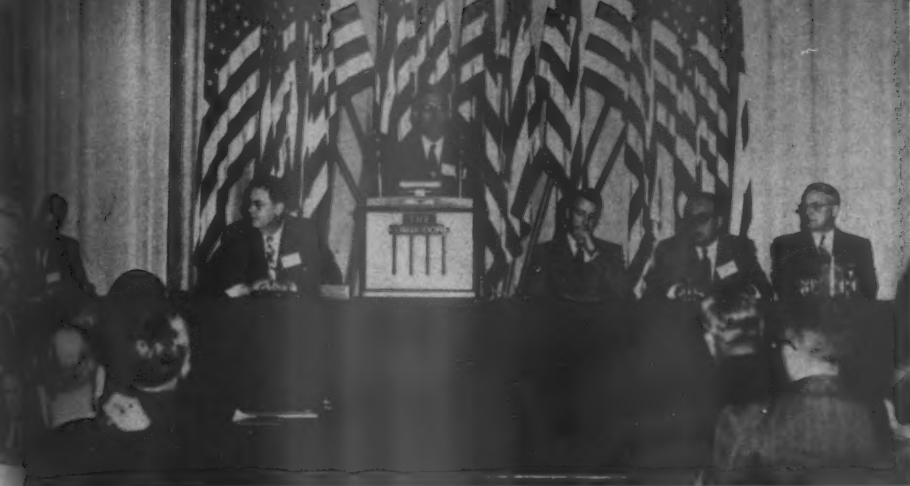
Accountancy is aiding the fight against socialization as it safeguards financial soundness

Rising costs lift accountants' role

Ever-growing recognition of the important part accountancy will play in keeping the gas and electric industries free from socialization and on a sound basis in their day-to-day operations was reflected in the record attendance of more than a thousand registrants at the National Conference of Gas and Electric Utility Accountants, April 7-9, Hotel Commodore, New York.

The opening session was addressed by two speakers who pointed out threats to the American system inherent in several modern ideologies.

"Initiative and competition are two sides of the coin of progress," said Charles E. Oakes, president, Pennsylvania Power & Light Co., in a talk on competition as it affects the utility industry. Mr. Oakes warned the accountants against "determined political efforts



At the speakers' table during the opening general session were, l. to r.: O. K. Boyd, Consolidated Gas Electric Light and Power Co. of Baltimore; Allan H. Morgensen, industrial consultant; Ralph F. McGlone, The East Ohio Gas Co.; A. G. A. Accounting Section chairman; Harland C. Forbes, Consolidated Edison Co. of N. Y., Inc.; E. L. Cassady, Indianapolis Power & Light Co.; Kinsey M. Robinson, The Washington Water Power Co.; Charles E. Oakes, Pennsylvania Power & Light Co.; H. S. Bennion, EEI; and E. R. Eberle, Public Service Electric and Gas Company



Leaders of a General Accounting meeting were: E. Toder, Consolidated Edison Co. of N. Y., Inc.; F. H. Crisman, The Columbia Gas System, Inc., co-chairman; A. W. Hatch, Ebasco Services Inc.; Paul Grady, Price Waterhouse & Co.; H. W. Boozer, Georgia Power Co., co-chairman



The Tuesday morning Internal Auditing Session heard: C. J. Nichols, Consolidated Gas Electric Light and Power Co. of Baltimore; W. T. Hamilton, The Cleveland Electric Illuminating Co. and E. R. Mellon, Washington Gas Light Co., who presided jointly; and J. B. Jeming, consultant

aimed at socialization, piercing the economy in all directions."

Mr. Oakes' talk highlighted the competitive problems of utilities in the investor market by pointing out that while utility gross income is only one thirtieth that of all industry, utilities must provide funds for constructing a sixth of all the plant and must go into the investor market for a third of all available equity funds each year. This can be done only by making present-day returns comparable with present-day values rather than pre-war values, Mr. Oakes said.

Kinsey M. Robinson, president, The Washington Water Power Co., said "you can't play make-believe while a world force called socialism is eating its way toward you." He called for "extra effort" to combat the threat and told the accountants that "public relations needs

the sort of balance wheel you can offer." He emphasized the point that the effect of government propaganda on utility public relations "must never be underestimated."

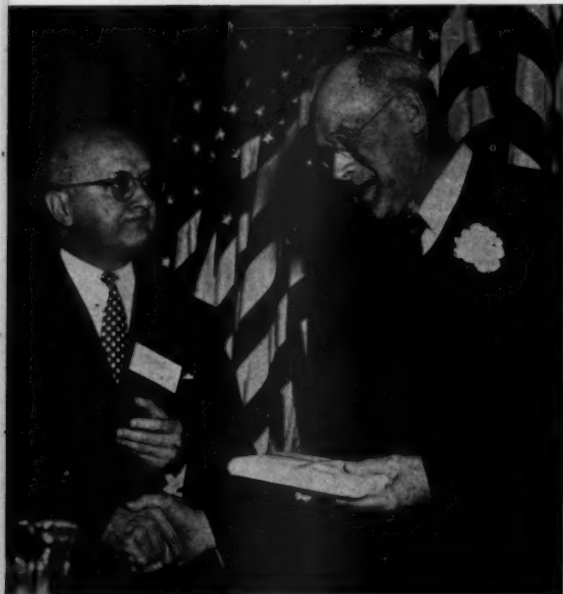
The year's progress recorded by the special committees and subcommittees of the accounting sections of the American Gas Association and the Edison Electric Institute working with the National Association of Railroad and Utilities Commissioners' committee on drafting a new uniform system of accounts was reported at the conference by O. K. Boyd, of the Consolidated Gas Electric Light and Power Company. Mr. Boyd said that while the NARUC committee had adopted over 90 percent of the changes suggested by industry representatives, most of the accepted items had been related to comparatively minor matters.

Many important items such as the threat of retroactive adjustment of depreciation reserves and the resultant confiscation of investor interest were still open for discussion, Mr. Boyd said.

A report on the management-development program of his company was presented by E. R. Eberle, of the Public Service Electric and Gas Company. Such a program represents a capital investment, Mr. Eberle said, although it cannot be so treated in an accounting concept. Nevertheless, he continued, provision must be made for building a management team for the future just as provision must be made for plant expansion.

Allan H. Mogensen, industrial consultant and leading exponent of work simplification, outlined the basis of the work simplification principles and showed how they could be applied to

The Customer Accounting luncheon meeting, Tuesday, heard H. W. Greenhalgh speak on creeping socialism among utilities. Among those at the head table were: C. B. Kull; R. A. Krauss; J. O. Hill; Mr. Greenhalgh; Michael J. Walsh and Joseph T. McKay, co-chairmen; and A. G. Neumann



C. E. Kohlhepp, left, president, Wisconsin Public Service Corp., makes the presentation of commemorative gifts to H. C. Hasbrouck, retiring EEI Accounting director, at the dinner session Tuesday evening



Headliners at the Customer Relations luncheon meeting were: D. E. Barr; Edward G. Prentice; C. J. Berner; T. J. Peterson, chairman; S. A. Cole; C. W. Tobey; J. R. Maher; and W. H. Ferguson. The luncheon continued in the same rooms as an afternoon meeting

production and office situations with savings in mental energy, muscle-power and dollars and cents.

The conference was welcomed to New York by Harland C. Forbes, executive vice-president, Consolidated Edison Co. of N. Y., Inc., and was officially greeted by H. Carl Wolf, managing director, American Gas Association, and Col. H. S. Bennion, managing director, Edison Electric Institute.

Presiding at the conference were Ralph F. McGlone, of The East Ohio Gas Company, chairman of the A. G. A. accounting section, and E. L. Cassady, of the Indianapolis Power and Light Co., vice-chairman of the E.E.I. accounting division. Mr. Cassady substituted for Ralph H. Smith, of the Cleveland Electric Illuminating Co., chairman of the E.E.I. division, who was unable to attend the conference.

The customary informal banquet of the conference was marked this year with

the presentation of a testimonial to H. C. Hasbrouck, accounting director of the Edison Electric Institute, who has been active in association and committee work for over a quarter of a century. For over fifteen years, Mr. Hasbrouck served as chairman of one or more of the standing committees of the Edison Electric Institute and American Gas Association, including the depreciation and the system of accounts activities.

The general accounting session heard A. W. Hatch, of Ebasco Services, Inc., discuss interest during construction as a cost of construction of electric and gas utilities. Mr. Hatch reviewed the historical development of this practice and outlined the considerations of interest in evaluating current policies.

E. Toder, of Consolidated Edison Co. of New York, Inc., discussed "Accounting Considerations in the Determination of Pension Costs Applicable to Construction."

Exception was taken to the theory that accounting is wholly an historical process by Paul Grady, a partner of Price, Waterhouse & Company. Mr. Grady said the idea that accounting did not need to recognize changes in purchasing power acted as a stimulant to inflation in periods of high prices and correspondingly extended deflation in periods of depression. He expressed the belief that, next to the threat of socialization, the maintenance through revenues of the integrity of the physical capital in terms of service capacity is the most important problem faced by utilities under present political and economic conditions.

An interim report of the committee on budgeting and forecasting was given by Ralph O. Linville, of the Kansas City Power and Light Company. Mr. Linville pointed out that utility company budgets were generally prepared separately for separate purposes such as controlling operations, establishing and obtaining an



A Customer Activities Group meeting featured a panel discussion of "To File or Not To File." On the dais were: J. Gordon Ross, meeting co-chairman; R. G. Schneider; Hugh Fitzpatrick; C. J. Berner; L. R. Quad, moderator; A. H. Mayer; G. S. Coates; J. H. W. Roper; and J. C. Faris, the other meeting co-chairman



Talks on collection, follow-up and bad-check-handling techniques were delivered at the Customer Collection luncheon by D. M. Arnold; Hugh Fitzpatrick; R. B. Mitchell, who presided; G. A. Wilson and W. E. Travis



Co-chairmen of the Tuesday afternoon Plant Accounting meeting were, seated, left to right, E. D. King and J. F. Fraish, while the speakers at the session were, standing, J. W. Wendel and H. M. Allen

appropriate rate of return, financing, planning for plant capacity needs, or answering specific problems.

There is a trend among utility companies toward establishment of a formal methods and procedures unit in each company, according to John G. Cadby, of the Wisconsin Electric Power Company. By assigning such a group on a company-wide basis, he added, management reduces duplication of effort and overlap of operations.

The outlook for new capital for the utility industry was the subject on which Albert H. Gordon, of Kidder, Peabody & Co., spoke. Mr. Gordon urged those attending the conference to pay close attention to the possibilities of financing plant additions with issues of new preferred stocks backed with sinking fund provisions. He said this type of financing had been neglected recently by utilities but presented a number of advantages.

A progress report of the subcommittee

on electronic accounting machine developments was presented by J. H. W. Roper, of the Washington Gas Light Company. Reviewing developments in the field, the report stated: "We are in no position at this time to attempt to predict just how far away this new era in accounting is, but it is not too far away."

Current practices in financial reporting to stockholders and management were described by Everett E. Roll, of The Detroit Edison Company. Mr. Roll said there was "a rather encouraging trend toward greater uniformity in annual report financial statements."

Lloyd Nemeyer, of Arthur Andersen & Co., discussed trends and developments in rate regulation.

A report on simplified accounting and control for minor materials was presented by R. H. Johnson, of The Brooklyn Union Gas Company. While minor materials accounting represents a compromise with accounting preciseness, Mr.

Johnson said, it is a practical necessity for the larger companies.

The problem of accounting for non-productive time, the time for which employees are paid but during which they are absent from their jobs, was the subject of a report made by Miles J. Doan, of The Cincinnati Gas & Electric Company. Mr. Doan said the companies surveyed accounted for this time by means of a loading charge, average hourly rates, or by charges to the account which normally would have been charged had the employee worked.

F. H. Crissman, of The Columbia Gas System, Inc., and H. W. Boozer, of The Georgia Power Co., presided over the session.

The plant accounting session heard a report from H. I. Short, of the Citizens Gas and Coke Utility, on the assignment of costs to primary plant accounts and property record units. This is done in

(Continued on page 52)



R. A. Malony, chairman of Industrial and Commercial Gas Section, of Bridgeport Gas Light Co. (right), greets Terry Hart, section vice-chairman of Nashville Gas Company

Emphasize defense at I&C meeting

The rising importance of industrial and commercial gas utilization to defense production and to the nation's economy were highlighted at the three-day sales conference which took place April 16-18 at the Netherland-Plaza, Cincinnati. Sponsored by the Industrial and Commercial Gas Section of American Gas Association, the meeting also pointed up the need for aggressive development of this vital gas industry business.

More than two hundred industrial and commercial gas executives from all parts of the United States and Canada participated in the conference. R. A. Malony and Terry Hart, chairman and vice-chairman respectively of the section, alternated as presiding officers. The com-

prehensive program was prepared by a committee headed by Ralph S. Wenner, The East Ohio Fuel Company.

Special honor was paid at the conference to Chairman Malony and five other men who were admitted to the exclusive Hall of Flame group for their outstanding contributions to the Industrial and Commercial Gas Section. Recipients of Hall of Flame certificates and pins included: Ray G. Juergens, The East Ohio Gas Co.; E. V. K. Schutt, Central Hudson Gas & Electric Corp.; George E. Duane, The Dayton Power and Light Co.; Stanton T. Olinger, The Cincinnati Gas & Electric Co.; and R. J. Vandagriff, Laclede Gas Co., St. Louis.

A colorful and informative story of the

John Black (left), Allentown-Bethlehem (Pa.) Gas Co., and L. J. Fretwell, Oklahoma Natural Gas Co., Tulsa, meet to discuss conference program between sessions



Enjoying the Industrial and Commercial Gas Sales Conference are (l. to r.): Donald A. Campbell, Eclipse Engineering Co., Rockford, Ill., and Adolph H. Koch, Surface Combustion Corporation, Toledo, Ohio





Carl H. Lekberg, immediate past chairman, Industrial and Commercial Gas Section, receives gavel from R. A. Malony. Gavel was presented for section leadership last year.



Meeting at the conference are (left to right): Charles C. Esles, Toledo; Harold O. Andrew, New York; Hale A. Clark, Detroit; Leon Oursoff, Washington. Mr. Oursoff is chairman of I&C Advertising Copy Committee.

use of gas in the fast-growing chemical industry opened the first session Wednesday morning. G. R. Walton, United Gas Pipe Line Co., Houston, told of the use of natural gas in making chlorine, caustic soda, ammonia, detergents, alcohols, synthetic rubber, and numerous other chemicals. Newest development in this field is in the manufacture of acetylene, Mr. Walton reported.

Believe it or not, Mr. Walton declared, "a batch of gas-made cyanide mixed with gas-made acetylene ends up as a suit of clothes in the form of such commercial synthetic wool products as Orlon, Dynel, Fiber V and Acrilan." While production of these synthetics is largely in the experimental stage, he

added, big new plants by DuPont in South Carolina and Chemstrand in Alabama, together with probable units of Union Carbide and Allied in Texas, mean that a strong bid for the wool business is in the making.

Noting that all of these chemical products and by-products are "true children of the gas business," Mr. Walton concluded: "The tremendous amounts of money still being spent on new petrochemical plants shows the confidence of industry and investment houses in the future of the natural gas business."

Larry Shomaker, vice-president, Northern Natural Gas Co., Omaha, reported on his company's experience in improving load factors through seasonal sales.

After pointing out that the annual load factor is important in maintaining the company's economic efficiency, he told how Northern Natural has added seasonal load through dehydration plants, canning, brick and tile plants, cement plants, creamery business, packing industry, electric generating plants, malt products, sugar, flour and cereal mills, paper plants and summer air conditioning.

"State industrial commissions and Chambers of Commerce in many areas are joining gas utilities in efforts to attract new industries to their territories," Mr. Shomaker said. Some of these industries will undoubtedly be a source of profitable seasonal gas load, he indicated.

The usefulness and scope of high

D. C. Ellswood (left) Southern Counties Gas Co., Los Angeles, chats with Hayes S. Walter, American Gas Association, at sales conference in Cincinnati, April 16-18.



Members of the conference program committee, seen together between sessions at Cincinnati are, left to right: Henry Heyn, Toledo; J. R. Delaney, Cincinnati; R. L. French, Ontario; and R. S. Wenner, Columbus.





Scanning the program of the three-day sales conference are, l. to r.: George W. Leidholdt, Central Indiana Gas Co., Muncie; Albert Buenger, Sheraton-Gibson Hotel; and James Condon, The Peoples Gas Light & Coke Co., Chicago



Chatting at the I.&C. meeting are, l. to r.: Stanton T. Olinger, The Cincinnati Gas and Electric Co.; Ralph Manier, Niagara Mohawk Power Corp., Syracuse; and E. V. Bowyer, Roanoke Gas Company

speed gas heating for industrial processing were explained in an illustrated talk by Frederic O. Hess, president, Selas Corporation of America. He called for the gas industry to evaluate this type of heating more progressively "because our processing and production industries must do justice to the requirements of industrial and economic development."

Mr. Hess deplored the fact that "the forward march of heating technique is being handicapped by the shortage of gas, or to be more specific, the far-spread habit of interruptible gas supply for industrial heating." Installations should be made for one fuel only, he continued, "and on that basis gas would offer the best end results, lowest initial investment, and be non-convertible."

Support for Mr. Hess' position was provided by the next speaker, Henry M. Heyn, Surface Combustion Corp., Toledo, who spoke on "Industrial Gas in the Rearmament Program." Discussing availability of gas supply, he pointed out the wide range of conditions existing. Some utilities shut down industrial gas uses at the very first cold wave, he said. Others have planned and provided so well that "there has been no shutdown of industry for years." As a solution he suggested that rate structures be revised "to take into consideration the normal laws of supply and demand rather than the immediate demands of the electorate."

Industrial gas applications in the rearmament program are "as broad as the use of industrial gas itself," according to

Mr. Heyn. Four logical fields of application, he noted, are the metal working industry, heat-treating to improve the properties of metals, non-metallic processing such as textile processing and chemical manufacture, and space heating industrial plants. An important application often overlooked by people, he said, is the vital role gas plays in the production of aluminum.

New fields discussed

Industrial fuel engineering as a profession is on the threshold of great recognition, D. A. Campbell, Eclipse Fuel Engineering Co., Rockford, told the conference. While at present only a few colleges give any degree in this field, engineering requirements are becoming more exacting and the demand for trained engineers in this field is certain to grow. He urged A. G. A. and the entire industry to build a program on the professional level. "Only by building up our avocation to the acknowledged status of a profession can we hope to attract the considerable number of young engineers needed to exploit the possibilities of improved fuel combustion techniques."

An opportunity to build up the use of gas in gray iron foundries was depicted in a paper by Herbert Nash, Southern California Gas Co., Los Angeles. In Mr. Nash's absence the paper was delivered by D. C. Ellwood of the same company. In Southern California, Mr. Nash reported, "where the delivered price of coke is \$35 to \$38 per ton and natural gas is available under interruptible rate

schedules at about 30 cents per Mcf, we have a marked price advantage. This is reflected in gray iron melting loads totaling about one and one-half million cubic feet per day—with more to come."

In summing up, Mr. Nash's paper indicated that the foundry's big load could be switched from coke to gas. "Reverberatory iron melting furnaces are improving rapidly," he wrote. "They make good iron now; save space, save labor, provide flexibility of operation, and compete price-wise. They can build load for the gas industry."

The Thursday morning session opened with a discussion of civic affairs and the public utility by Walter R. Keagy, vice-president, The Cincinnati Gas and Electric Company. He described a comprehensive promotional program of the utility designed to attract new industries and help old established businesses in that territory. Utilizing national advertising in *Time* and other magazines a three-point campaign stressed the closeness of Cincinnati to raw materials, to the markets of producers, and to the people of America. Under the slogan "the city closest to America," dramatic exhibits, booklets, and other media were used. As a result, Mr. Keagy declared, industrial plant expansion in 1952 amounted to \$400 millions or four times the amount spent the previous year.

Terry Hart, Nashville Gas Co., vice-chairman, A. G. A. Industrial and Commercial Gas Section, presented the results of a survey which showed that the gas industry is losing ground in educa-



Clinton Cole, Rochester Gas & Electric Corp., demonstrates industry tendency to ignore much of bakery business

ing tomorrow's customers. Mr. Hart queried 123 universities as to the fuel being used for heat treating in the laboratories of their engineering schools. Of the 114 who replied, 59 or 48 percent use 75 percent or more electrical equipment, while only 15 or 12 percent use 75 percent or more gas for heat treating. The remainder have gas and electric equipment in a fifty-fifty proportion, he said.

Especially significant Mr. Hart said, was the fact that 54 of these universities or 44 percent indicated that they will replace present heat-treating equipment with 100 percent electric equipment. Only 10 or 8 percent planned to replace their equipment with all gas equipment. These deplorable facts, he declared, make it imperative for the gas industry to start an aggressive, well-directed national campaign to provide the students of tomorrow with the means to learn about gas equipment in schools.

H. Carl Wolf, managing director, American Gas Association, who replaced the late George F. Mitchell on the conference program, paid tribute to the leadership of Mr. Mitchell and outlined some of the ideas he had wanted to present to this audience. He emphasized the essentiality of industrial load to the gas industry, pointing out that it represents 30 percent of total revenues, and at the same time improves load factors, and holds down rates for other sales. Mr. Wolf also touched on the problem of balancing demands to provide firm gas supply for uses where form value is essential, yet he added that interruptible

business has a part in the industry's economic picture. In conclusion, he urged an intensive promotional effort to retain and build the profitable commercial gas cooking business.

Earlier at this session, a group of six representatives of the British gas industry, now studying American gas practice, were introduced to the delegates. John H. Dyde, president of The Institute of Gas Engineers, London, and leader of the group, spoke briefly, outlining the organization of the gas industry since its nationalization under government control. Industrial gas applications in England have priority over domestic use, Mr. Dyde said, due to the urgent requirements of the rearmament program.

At the close of this meeting the Hall of Flame certificates were presented. Im-

A. G. A. under the PAR Plan for this type of research, or about one-tenth of the total research budget. While this ratio may reflect the relative significance of industrial and commercial gas utilization to the industry, in his opinion it was more a measure of the propensity of the engineer to work out his own problems from experience.

Of particular value in the current program, Mr. Clark pointed to the results of the deep fat fryer research. This report of more than 300 pages, he stated, "will be of great value to manufacturers of deep fat fryers, whose equipment heretofore has been designed around the trial-and-error technique."

Charles H. Burchenal, president, The Cambridge Tile Manufacturing Co., Cincinnati, declared himself to be a "rabid



British representatives at I.&C. Gas Sales Conference are, l. to r., seated: Douglas Colvin, Scottish Gas Board; John Dyde, Eastern Gas Board; H. R. Hart, East Midlands Gas Board. Standing: Lange Randall, Southeastern Gas Board; A. G. Higgins, Institute of Gas Engineers

mediately thereafter, Carl H. Lekberg, Northern Indiana Public Service Co., and immediate past chairman of the Industrial and Commercial Gas Section, received an engraved gavel in commemoration of his services to the section.

In the initial presentation Thursday afternoon, Hale A. Clark, chairman, A. G. A. Committee on Industrial and Commercial Gas Research, traced the development of this research since its modest beginning in 1926. For 1952 the amount of \$60,000 is being spent by

booster for gas" after his experience as one of the five largest users of gas in the Cincinnati area. "I've got to be," he said, "as the tile industry can't operate without it."

But, Mr. Burchenal continued, "the industrial user should not be expected to stand the costs resulting from failures on the part of his supplier." The gas utility must accept responsibility for solving the gas supply problem which is constantly threatening loss of public and in-

(Continued on page 47)

*Conversion problems, technological developments
and safety measures are dominant themes of operating conference*

Spotlight distribution problems

The record breaking attendance of over eleven hundred paid registrants at the Distribution, Motor Vehicles and Corrosion Conference, Benjamin Franklin Hotel, Philadelphia, April 7-10, attested the avid interest of gas utility operating men in the programs that constituted this series of meetings.

One of the new features of this year's conference was its extension to four days, thereby allowing better programming and less overlapping of meetings. Another highly successful innovation was the scheduling in morning general sessions of papers that would provide discussion topics for the immediately following luncheon conferences.

Through the conference ran themes that are symptomatic of the forward strides being made by the gas industry. Problems of conversion to natural gas were explored in several papers, while new technological developments were presented in others.

Four general sessions covered a variety of timely subjects, ranging from high pressure service installations and relief devices, appliance servicing, and corrosion control to motor vehicle maintenance.

The vital importance of restoring the confidence of the consumer in the safety of using gas was stressed by A. G. A. President Charles E. Bennett, president, The Manufacturers Light & Heat Co., Pittsburgh, speaking before one of the general sessions. Unless this faith is restored the already arisen demand for government regulation of the gas industry will grow stronger, he cautioned, as he cited the instances

of regulatory measures that have been passed or are being considered.

Concerted activities of the American Gas Association are directed toward the promotion of safe practices in the industry, explained Mr. Bennett. Various operating committees and an Executive Safety (policy making) Committee have been formed and are hard at work on the problem, he said. "There is a dire necessity for all of us to meet this problem of promotion of safety head on. Each and every member of the industry must carry his share of the load. Only aggressive teamwork will abolish unfavorable criticism and successfully meet the challenge of public safety," he concluded.

The conference's initial general session was called to order by J. A. Whelpley, chairman, Distribution Committee, who made the opening remarks and called upon Section Chairman H. Bruce Andersen, of The Philadelphia Gas Works Co., to present Hudson W. Reed, president of the same utility and past president of A. G. A. Mr. Reed brought to the conference the greetings of the host utilities. He traced the growth of the gas industry and cited the advances it has made during the 28 years since the Distribution, Motor Vehicles and Corrosion conference last met in Philadelphia.

A. G. A. Managing Director H. Carl



The conference opened with addresses by H. Bruce Andersen and Hudson W. Reed, Philadelphia; J. A. Whelpley, Cincinnati; H. Carl Wolf, A.G.A., New York; and Fred H. Bunnell, Jackson, Miss.



Chairmen of the three sections of the conference discuss meeting details. They are: Corrosion, A. D. Simpson, Houston; Distribution, J. A. Whelpley, Cincinnati; and Motor Vehicles, W. E. Albright, Philadelphia



Among general session leaders and speakers were: sitting, W. E. Albright, Philadelphia; A.G.A. President Charles E. Bennett, Pittsburgh; and A. D. Simpson, Houston. Standing are Charles A. Chayne, Detroit; A. W. Peabody, New York, C. S. Hazel, Philadelphia; and J. W. Chrisman, Cleveland

Participants in the Wednesday morning general session were: C. R. Newlin, New Orleans; F. A. Sharkey, Philadelphia; George K. Bachmann, Newark, N. J.; H. M. Banta, Columbus, Ohio; and John M. McCaleb, Columbus



Members of the panel discussion of "Fundamentals of Employee Safety Programs" were: H. M. Blain, New Orleans; John H. Heil, Chicago; Andrew W. Johnston, Boston, moderator; C. C. Johnson, Toledo; and Benjamin F. Childs, Washington, D. C.

● Committee luncheon conferences engage in detailed discussion of technology



CUSTOMER SERVICE

At the speakers' table were, left to right: Frank E. Hodgdon, Cleveland; C. S. Hazel, Philadelphia; J. G. White, Chicago; Kenneth Young, Omaha; John Gagen, New York



DISTRIBUTION DESIGN & DEVELOPMENT

W. P. Dick, left, Charleston, W. Va.; A. B. Lauderbaugh, Pittsburgh; George D. Mock, Washington, D. C.; Karl E. Schmidt, Detroit; Philip Best, Greenwich, Conn.; Prof. L. T. Bissey, State College, Pa.; W. E. Almquist, Pittsburgh



METERS & METERING

Left to right, Elmer Becker, Indianapolis; H. S. Houghton, Detroit; Ralph D. Davis, Garden City, N.Y.; Gilbert Estill, Tulsa; Gordon A. Dye, Los Angeles; B. F. Worley, Shreveport; Joseph T. Stine, Jr., New Orleans; George K. Bachmann, Newark, N. J.; and C. T. Collett, Washington

Wolf, while emphasizing the promotion of safety in the gas industry, gave special weight to the important role of operating personnel in such a program. He described them in his address, as "those groups most concerned with safety, and those who can do most to restore our industry to public confidence."

Recognizing the growing value of the Distribution, Motor Vehicles and Corrosion Conference, Mr. Wolf lauded its expansion to a four-day program. Several papers, addresses and a panel discussion were devoted to the furtherance of safety. During the opening day general session, Fred H. Bunnell, general supervisor of gas distribution, Consumers Power Co., Jackson, Mich., and chairman of the A. G. A. Subcommittee on Construction and Maintenance, spoke on "High Pressure Service Installations and Relief Devices."

The latter portion of the same general session was devoted to a panel discussion of "Fundamentals of Employee Safety Programs," for which Andrew W. Johnston, engineer of distribution, Boston Consolidated Gas Co., acted as moderator. Members of the panel were: H. M. Blain, superintendent, gas distribution division, New Orleans Public Service Inc., and vice-chairman, A. G. A. Subcommittee on Construction and Maintenance; Benjamin F. Childs, assistant to the vice-president, Washington (D. C.) Gas Light Co.; John H. Heil, district shop superintendent, The Peoples Gas Light and Coke Co., Chicago; and C. C. Johnson, superintendent of distribution, The Ohio Fuel Gas Co., Toledo.

While summarizing the answers of the four panel members, Mr. Johnston gave a composite list of what they had earlier nominated as the most important considerations in an employee safety program. They are, in order of the emphasis given them by the panel members:

1. A competent safety director and department;
2. Committee analysis of accidents with recommendations for preventive measures;

3. A supervisory training program;
4. An employee training program;
5. The interest of top management;
6. An effort to "plug" safety at general meetings;
7. A constant guard against "stagnation." Keep interest up with new ideas, contests, awards and posters;
8. Recognition for departments and individuals doing an outstanding job.

Reporting on "Developments in Mechanical Equipment for Underground Work," Clifton R. Newlin, operating engineer, New Orleans Public Service Inc., told of a study made via a questionnaire to 21 utilities. "Every attempt is being made to mechanize each single operation," he reported. "However, where previous emphasis was placed on the larger operations, such as trenching and backfilling, there seems to be an increasing interest in improved mechanical equipment for such operations as: concrete and asphalt breaking, light backfilling, soil compaction, bell joint clamp installation and soil handling and removal.

"There remains lively interest in small trenching machines of all types and there is every indication that this will continue. The manufacturers of this equipment are to be congratulated for their efforts to provide our industry with such a variety of machines. Their desire to broaden and improve the design of this equipment is evidenced by the number of new makes and models introduced in the past three years. The trend toward a general application of hydraulic mechanisms has resulted in the introduction of many new machines of small size but relatively high power."

A detailed study of the "Current Application of Metering Economics," was presented by George K. Bachmann, general superintendent of meters, gas department, Public Service Electric and Gas Co., Newark, N. J. He advocated a periodic study of the application of principles of economics of metering, "because of the varying character of underlying data over the years. Rising meter maintenance cost with age is considered by some to be in itself

CONSTRUCTION & MAINTENANCE

Luncheon head table, l. to r.: H. M. Blain, New Orleans; R. E. DuVall, Pittsburgh; F. H. Bunnell, Jackson, Mich.; K. W. Person, Minneapolis; Robert W. Cornwell, Detroit; and S. C. Brophy, Chicago



CORROSION

Sitting, l. to r., N. P. Peifer, Pittsburgh; M. C. Miller, New York; F. E. Kulman, New York; A. H. Cramer, Detroit. Standing, O. W. Wade, Houston; A. D. Simpson, Jr., Houston; and H. W. Wahlquist, New York



MOTOR VEHICLES

At the speakers' table, sitting, l. to r., C. S. Funk, Hammond; S. G. Page, Pittsburgh; W. E. Albright, Philadelphia; R. O. Babcock, New York; D. K. Wilson, Albany; and E. W. Jahn, Baltimore. Standing, W. W. McCartney, Cleveland; R. B. James, New Orleans; L. C. Alexander, Cleveland; Herbert J. Chambers, Oklahoma City; and Linn Edsall, Philadelphia



cause for meter obsolescence in the neighborhood of age 25 years, but an arithmetical analysis . . . shows that there must be a sharp rise in maintenance cost over ordinary levels at that time for this consideration to be true. Economic life of a meter in the Public Service Electric and Gas Co., appears to be 30 years. Large savings in metering expense can be made only on an extended periodic meter change basis. During the cycle of periodic meter changes occurring after conversion to a mixed gas, economic study favors the standard change period together with a fast meter interest refund (considered all revenue loss) over an accelerated change program."

In a paper entitled "Dry Cleaning Meters and Reoiling Diaphragms,"

"Corrosion Protection of Natural Gas Main in Greater New York," was the subject of an address by F. E. Kulman, assistant engineer, Consolidated Edison Co., of N. Y., Inc., before a morning conference of the Corrosion Committee. Through the cooperation of five utility companies, "insulating joints were installed at river crossings, bridge and tunnel crossings, entrances to gas plants and at other selected locations to prevent electrolytic action by stray and long line currents. The pipe coating selected was a double coating of plasticized coal tar enamel with a glass fibre reinforcement and asbestos felt shield. Cathodic protection is provided by anodes of cast magnesium connected to each insulated section of main. Electrolysis surveys on

the jute will "shrink and leave the joint that is much more susceptible to leakage through cracking in the cement or deflection in the lead of the bell joint." A shift from distribution of manufactured to natural gas through an original manufactured gas system that contains bell and spigot pipe should be preceded by a clamping program, Mr. Malone stated.

Mr. Malone's company clamps all bell joint lines of eight inches diameter and larger, and uses carboseal on smaller lines. Joints on lines smaller than eight inches are clamped if it becomes necessary to dig them up due to leakage. Any sections of main that are to be covered by pavement are clamped, since it is cheaper to do so when there is still an earth surface than to open



Seen chatting together during the conference were Karl E. Schmidt and G. L. Sawyer, of Michigan Consolidated Gas Co., Detroit



The speakers and the chairman of the general session on the closing day of the conference were: D. L. Drake, Baltimore; Gordon G. Dye, Los Angeles; J. M. McCaleb, Columbus, Ohio, vice-chairman, A. G. A. Distribution Committee, who presided; E. G. Watkins, New York; and W. C. Peters, St. Paul

Fred A. Sharkey, supervisor, meter division, The Philadelphia Gas Works Co., described a process now in use by that company. The entire meter skeleton and the diaphragm are dry cleaned in trichlorethylene, in a machine developed by the meter division of that company. There results "a saving in cost of repairs and a repaired meter which will give better performance in service on customer's premises. Leather diaphragms cleaned in the machine can be reoiled easily because the thoroughly cleaned leather absorbs the dressing like new sheepskin." Heavier dressing, which can be used under these circumstances, is advantageous.

the completed installation show that adequate protection, as evidenced by an 0.5 volt drop across the coating, is given by cathodic protection currents averaging 0.1 ampere per mile of main."

In a paper devoted to an exploration of "Methods of Installing Bell Joint Clamps," M. E. Malone, supervisor of gas distribution, Consumers Power Co., Kalamazoo, emphasized the factors arising from a shift to natural gas. Even oil fogging and rehydration of the gas will not overcome the tendency of natural gas to draw the moisture from jute packing in a system that contains bell and spigot pipe. As a result

and reseal a pavement later. Clamps are also applied to lines where the pressure is to be elevated above the company's standard inches of water pressure. Details of the most recently developed mechanisms and techniques for installing bell joint clamps were given by Mr. Malone.

After six years of using plastic tubing for service installations, Gordon G. Dye, supervising engineer, district general office, Southern California Gas Co., reported that all of it is still in service, except small quantities removed as the result of service alterations. "Sampling inspections of plastic
(Continued on page 44)

The order taker is being displaced by the alert salesman who has confidence in his product and pushes it hard

Faith and drive sell gas



Lee Corn, left, The East Ohio Gas Co., Cleveland, chairman, A. G. A. Eastern Natural Gas Regional Sales Council, presided at the opening session. Flora G. Dowler, center, The Manufacturers Light & Heat Co., Pittsburgh, and chairman, A. G. A. Home Service Committee, presided Monday afternoon. Raymond Little, Equitable Gas Co., Pittsburgh, presided during the second day

The day of the order-taker is over; it's time to get out and sell. That was the message, expressed many times by different speakers in reference to different domestic gas appliances, which keynoted the Eastern Natural Gas Sales Conference at the William Penn Hotel, Pittsburgh, April 7-8. Sponsored by the Residential Gas Section of the American Gas Association, the conference attracted about three hundred sales executives and home service personnel from seven states.

A strong program was presented under the leadership of Lee Corn, supervisor of domestic gas sales, The East Ohio Gas Company, Cleveland, and chairman of the conference. Opening the meeting Monday morning, Mr. Corn told the delegates to gear their sales efforts to the present guns-and-butter economy. If we are alert and aggressive, he said, "competitors can outspend us,

but they can't outsell us."

Leading off for the speakers, Julius Klein, president, Caloric Stove Corp., called on the gas industry to get rid of its price complex in selling gas ranges. The "CP" program, he noted, has been running 14 years, yet last year accounted for only 26.2 percent of sales. Calling this percentage "ridiculously low" Mr. Klein said: "That means that 74 percent of the gas ranges sold in 1951 were in the low-priced bracket. Is that selling beauty, leisure, comfort, luxury?" he asked. On the contrary, he pointed out, electric range figures show that 70 percent of sales in this category were fully automatic.

"The average retail sales price of all electric ranges sold in 1951 was \$245.00. The average price of all gas ranges was \$158.00," he continued. With 330 million electrical devices serving American homes, Mr. Klein declared that the gas

industry is not merely bucking competition, it is bucking an entire manner of living. And it is bucking this trend, largely with low-priced, non-automatic gas ranges, and with insufficient markup to provide for effective advertising and merchandising.

The entire gas industry owes a vote of thanks to the electric industry, according to Mr. Klein. "Let's not forget that they woke us up to the need for better gas ranges. Now they are waking us up to the need for stronger selling, advertising and merchandising." In conclusion, he advised the gas industry to forget price and fall in love all over again with their merchandise.

Under the title "Selling the Fifth Big Job," Judson S. Sayre, general manager, Bendix Home Appliances, Inc., called gas dryers the coming giant of the home appliance industry. Predicting a total gas dryer sale of 6,200,000 units in the five

REPAIRS TO RANGE HAVING 1 YEAR WARRANTY

REPAIRS TO RANGE HAVING 2 YEAR WARRANTY

SERVING UNIT AT SEPARATION

REPLACEMENT COST OF

TOP BURNER UNIT GUARANTEED 1 YEAR

TOP BURNER UNIT \$175.00 REPAIR

REPAIR UNIT OF VARIOUS SIZES 4-6

REPLACEMENT COST OF

TOP UNIT SERVICE 25.00

OVEN UNIT 100.00-150.00

INITIAL INSTALLATION COST OF RANGE

55.00 - 75.00 IN HOUR

REPLACEMENT COST OF

TOP BURNER 2.50

REPAIRS TO OVEN 4.00

REPLACEMENT COST OF RANGE

REPAIRS TO RANGE 10.00



Flora G. Dowler, home service super-

Citing the impact of customer apathy as shown by declining sales in 1951, Wister H. Ligon, president, Nashville Gas Co., and vice-chairman, A. G. A. General Promotional Planning Committee, told the delegates to "Sound Off for Sales." In a hard-hitting address, he

Walter H. Ligon, president, Nashville Gas Co., told delegates to "Sound off for Sales"



Hendrik Booraem, Jr., McCann-Erickson, Inc., said television is a thrifty sales medium



Judson S. Sayre, general manager, Bendix Home Appliances, Inc., predicted that gas dryer sales will soar



D. K. Patterson, sales promotion mgr., Servel, Inc., urged strong gas refrigeration salesmanship to develop this load



J. F. Donnelly, asst. gen. mgr., A. O. Smith Corp., charged that water heaters have been given indifferent promotion



Dr. Edward McFaul, Chicago, advocated clearing the mental attic, adopting a confident approach to sales



posed a three-point program: (1) organize for effective action; (2) dramatize your service; and (3) capitalize on your PAR investment in national promotion.

The A. G. A. conducted PAR promotional program is designed to presell the industry's customers on the superiority of gas and at the same time remove at the national level obstacles to local sales, Mr. Ligon pointed out. In 1952, he continued, PAR expenditures for national advertising will total \$944,500. This will buy 362 advertisements in 37 national consumer magazines, and result in 280 million gas messages being exposed to 800 million readers.

"But national advertising is not enough" Mr. Ligon said. "We've got to do a Paul Revere act and rouse the inhabitants of every hamlet and town. Each year A. G. A. prepares a series of national campaigns featuring the seven major domestic gas appliances. For the first time, in 1952 complete dealer kits are being supplied to promote dealer sales." After describing various sales

aids supplied under the PAR program, Mr. Ligon urged his audience to interpret their enthusiasm and their promotions into names on the dotted lines of sales contracts.

Television as the ideal selling medium was presented by Hendrik Booraem, Jr., of McCann-Erickson, Inc., New York, in an informative address entitled "Selling on television." The future of television is akin to "something out of 'Jack and the Beanstalk,'" according to Mr. Booraem. "There are 109 stations operating in the United States today. There are 64 television markets, and some 16 million television sets. . . . One in every three families owns a television set, and in television areas better than one out of every two families, or about 60 percent, own sets. These television markets represent more than 60 percent of the families and about 67 percent of the total purchasing power of the United States."

The cost of reaching these television families has gone steadily downward, Mr. Booraem reported. A good half hour evening television program delivers

viewers at a cost per thousand of under three dollars, he said.

Expressing strong belief that television will become a local medium, Mr. Booraem said: "I do not believe that the networks will be able to stand up against the competition of fine programs on film sold locally to individual stations or to advertisers for individual markets." Members of A. G. A., he explained, can band together to purchase a film program of a higher caliber than any one of the individual companies could buy for the same money. "Each company pays its pro-rated share and uses the program in its local community just as it would a local show," he said.

Following this market-by-market pattern, the gas industry can use television effectively as a national medium, Mr. Booraem declared. "Each individual gas company can sponsor top notch talent on film, which it owns outright and can use as it desires." Don't fail to harness this great medium to your own promotion, he advised.

(Continued on page 47)

Industry news

Public service keys NEGA annual meeting

THE CONSTRUCTIVE and essential role that the gas industry plays in America's daily economic and social life was emphasized at the New England Gas Association's 26th annual meeting. Prominent speakers from without and within the industry stressed the doctrine of public service again and again in Boston's Hotel Statler, March 27-28.

Clark Belden, NEGA managing director, reviewed the association's year, describing a most successful membership drive, an outstanding publications program, unique home service activities. Mr. Belden stressed the importance of better gas industry public relations in New England and throughout the country.

Louis Ruthenburg, president of Gas Appliance Manufacturers Association and chairman of the board, Servel, Inc., spoke on "Challenge and Opportunity." Mr. Ruthenburg also stressed the importance of creative selling to the gas business. He described the progress made by the two industry partners—A. G. A. and GAMA—and the need to tell the public about this progress.

Gordon G. Howie, NEGA president, and vice-president of Cambridge Gas Light Co., predicted "A New Era for New England

Gas." Old fears of industry bankruptcy have dissolved and the date set by economists for its extinction has long since passed. In contrast, during 1951, substantial progress was made and during 1952 even bigger gains are expected. Mr. Howie revealed estimates which show that the output of the industry in 1957 would be almost three times that of 1949. In eight years, the gas industry of New England would almost triple the output it had taken a century to obtain.

Another indication of progress is the participation of New England companies in the American Gas Association PAR Plan, said Mr. Howie. By its own advertising, promotion and research, the New England Gas Association has shown that it is wide awake and ready for the biggest business boom it has ever known.

The late George F. Mitchell's speech, "A Star is Born," was read by Earl H. Eacker, president of Boston Consolidated Gas Co., vice-president of American Gas Association.

In the speech, the gas industry's battle against rising costs, high wages, excessive taxes and the inflated dollar in the face of low rates was described. For instance, although the U. S. Bureau of Labor's Cost of Living Index at the end of 1951 stood at 189.1 percent of the 1935-1939 average, the average cost of residential gas service on the same date, stood at 103 percent of its 1935-1939 average.

The Thursday afternoon session opened with a discussion of safety promotion by R. H. Coleman, safety supervisor, Consolidated Gas Electric Light and Power Co. of Baltimore.

Mr. Coleman, in taking an unbiased look at industry accident statistics, urged top management executives to give safety their thorough and careful attention.

Wayne E. Keith, general employment and training supervisor, New England Telephone and Telegraph Co., Boston, spoke on "Personnel Training and Development." He described the application of good human relations in management training programs and the use

of employee information tools as an indispensable medium.

"Meeting Service Requirements of Domestic Gas Customers" was the topic discussed by Richard B. Barger. Mr. Barger, of The Hartford Gas Co., stressed the fact that a cheap fuel in itself will not hold a customer.

Edward H. Cooley, industrial advisor and president of The Cooley Associates in Boston, spoke on "American Business as it is Viewed Abroad." He described the impact of free enterprise in foreign lands.

The next session, on Friday morning, was opened by Herman Koester, Jr., vice-president of W. Wirt Young & Associates, Inc. His topic was "The Importance of the Industrial Load to New England."

Mr. Koester explained some of the economic reasons for the industrial migration from New England and the effect of it on gas companies in the area. Despite the fact that natural gas is a superior fuel it will not solve all of New England's industrial gas problems, he said. In fact, stated Mr. Koester, it will create as many new problems as it solves.

American Gas Association's Engineer of Utilization C. George Segeler spoke on "Making Use of the New Gas Installation Standards." (See April issue, A. G. A. MONTHLY, page 17.)

Albert P. McNamee, *McCall's* Magazine, in his talk, "Mass Marketing Merchandising," described the availability of merchandise; consumer selling problems; and price-cutting and price control situations, as they affect the gas industry.

The first vice-president of the Federal Reserve Bank of Boston, Alfred C. Neal, described "New England's Possibilities for Growth."

Friday afternoon was devoted to a panel discussion concerning "Problems and Possibilities of the Residential Central Heating Load." The panel covered several approaches to the problem, including load forecasting, economics, rates, operating problems, service, utility and manufacturer sales. Moderator for the afternoon was R. J. Rutherford, president, Worcester Gas Light Co., and past-president of NEGA. Panel members were Constantine Bary, Philadelphia Electric Co.; Robin A. Bell, Surface Combustion Corp.; W. Weir Gillis, Jr., Washington Gas Light Co.; Gordon C. Griswold, The Brooklyn Union Gas Co.; Terry Hart, Nashville Gas & Heating Co.; Hall M. Henry, NEGEA Service Corp.; and past-president of NEGA; Ralph P. Wagner, Niagara Mohawk Power Corp.; and Otto E. Zwanig, American Gas Association.

A home service group meeting was also held on Friday, beginning with a luncheon to which gas utility executives, manufacturers' representatives, and sales distributors were invited. H. Dorothy Keller, chairman, NEGA home service group and home service director of the Blackstone Valley Gas & Electric Co., presided.

After an election of officers and executive committees, Wallace Dickson, director of public relations, The New England Council, spoke on "New England's State of Mind."

At two o'clock, a business session for home service representatives was held, followed by a discussion of "Modern Kitchens," by Donald E. Breckenridge, president and treasurer of Breckenridge, Inc., Boston.



New England Gas Association officers for 1952-53 are (seated, l. to r.): Treasurer Otto Price, Boston Consolidated Gas Co.; President Sherman R. Knapp, Connecticut Light & Power Co.; Retiring President Gordon G. Howie, Cambridge Gas Light Co.; First Vice-President Jesse L. Johnson, Providence Gas Company. Standing, l. to r.: Past-President John A. Hiller, Portland Gas Light Co.; Assistant Treasurer H. Coleman Moore, Jr., and Second Vice-President Roy E. Wright, both NEGEA Service Corp.; Clark Clark Belden, NEGA. The new officers were elected during March 27-28 annual meeting of association

Technical leaders to convene at Cleveland

HIGHLIGHTS of the American Gas Research Program will be reviewed and utilization problems will be discussed at the 1952 A.G.A. Research and Utilization Conference, Hotel Statler, Cleveland, June 5 and 6. The conference is sponsored jointly by the Committee on Domestic Gas Research, of which H. A. Eddins, Laclede Gas Co., St. Louis, is chairman, and the A.G.A. Utilization Bureau. It is the only gas industry national conference devoted to the technical and practical phases of the utilization of gas. The full two-day program will be of interest to utilization, service and general technical personnel of gas utilities, as well as to representatives of gas appliance and accessory manufacturers. Many of the subjects to be discussed also will be of interest to sales and operating personnel. Leon Ourusoff, Washington Gas Light Company, heads the Conference Program Committee, which planned the agenda for this meeting.

Prominent speakers from within and from outside the gas industry will address the conference luncheons. Representing the gas industry will be J. F. Donnelly, vice-president of the GAMA who will present a manufacturer's view on research. Brigadier General John Walker Sessums, Jr., United States Air Force, will address the conference on the work of the Air Research and Development Command.

In addition to a number of technical and non-technical papers there will be a clinic discussion of gas utility utilization laboratories. Separate panel sessions will be de-



H. A. Eddins



Leon Ourusoff



J. F. Donnelly



J. W. Sessums, Jr.

voted to cooking, water heating, space heating, air conditioning, and general utilization research subjects. A paper on safety practices also will be included. Questions and discussions of papers will play a prominent part in the conference.

Current matters to be discussed include multi-story venting and constant air circulation, venting, ignition and combustion problems. Results of corrosion studies, to be reported on at the conference, will aid in the selection of desirable materials for appliance application.

On Wednesday, June 4, the A.G.A. Laboratories will welcome conference visitors to inspect the recently enlarged building and to confer with staff members on details of research projects, instrumentation and related subjects.

Among the authoritative and timely speakers scheduled to present papers at the conference are: Leon Ourusoff, Washing-

ton Gas Light Co.; Keith T. Davis, Bryant Heater Division, Affiliated Gas Equipment, Inc.; Ralph E. Cramer, A.G.A. Laboratories; William M. Myler, Jr., Surface Combustion Corp.; Leo A. Peachey, Boston Consolidated Gas Co.; J. F. Donnelly, A. O. Smith Corp.; Hale A. Clark, Michigan Consolidated Gas Co.; Wilmer D. Relyea, Public Service Electric & Gas Company; Henry A. Eddins, Laclede Gas Company; Edgar A. Jahn, A.G.A.; Harry L. Warren, Southern California Gas Co.; A. E. Stack, Washington Gas Light Co.; F. E. Vandaveer, East Ohio Gas Co.; Prof. R. W. Roose, University of Illinois; Brig. Gen. John Walker Sessums, Jr., USAF; Charles L. Elliott, Cincinnati Gas & Electric Co.; Howard A. Brown, Rochester Gas & Electric Corp.; Dr. William R. Hainsworth, Servel, Inc.; Joseph Grumer, U S Bureau of Mines; and Walter B. Kirk, A. G. A. Laboratories.

Training programs adopt "Public Utility Accounting"

SINCE PUBLICATION in June 1951, *Public Utility Accounting** by J. Rhoads Foster and Bernard S. Rodey, Jr. has sold approximately 3200 copies.

Among the company training programs using the book are The Cincinnati Gas & Electric Co.; the Consolidated Edison Co. of N. Y., Inc.; The Dayton Power & Light Co.; The Detroit Edison Co.; the Kansas City (Mo.) Power and Light Co.; and the Washington Gas Light (D. C.) Company.

Colleges now using the book in quantity

include the University of Michigan; the University of Miami (Florida); St. Peter's College (New Jersey); the University of Toledo; the University of Tennessee; and Washington University, St. Louis, Missouri.

In a review that appeared in the August 1951 issue of *The Controller*, Harold H. Scaff, vice-president, Ebasco Services Inc., New York, said of the book:

"To those both in and out of the public utility business who seek an understanding of all of the phases of utility operations where

accounting, either directly or indirectly, is involved, the material in this book is indispensable."

In a review in the October 1951 issue of *The New York Certified Public Accountant*, F. J. Serbek, F. W. LaFrenz & Co., New York, commented:

"Its 29 lucid chapters, which are written in a practical rather than theoretical vein, cover every phase of public utility accounting."

*PUBLIC UTILITY ACCOUNTING, by Foster and Rodey. Prentice-Hall, New York 11, N. Y. 1951. \$10.00.

What to read and where to find it

National magazines

Life, March 10, 1952—a striking 15-page illustrated article which describes natural gas as the "nation's fastest growing industry."

Ladies' Home Journal, March 1952—"A Kitchen to Grow In."

Better Living, April, 1952—"Your Gas Range is a Family Affair."

Woman's Home Companion, February, 1952—"A Kitchen with a Children's Corner."

What's New In Home Economics, January, 1952—"Selection, Use and Care of the Gas Range."

Practical Home Economics, January, 1952—"Gas Ranges Today."

Better Homes and Gardens and *Successful Farming*, both April 1952—Illustrated articles showing gas kitchens in four colors.

Trade magazines

Standardization, April, 1952 (official publication of American Standards Association)—Feature article on A. G. A. Laboratories and safety.

Master Plumber and Heating Contractor, March 1952—article on new gas safety code. *Building News*, January, 1952—"New Electrical Tests in Gas Appliance Standards by A. G. A."

Newspapers

New York Times, March 10—"Natural Gas Grows into Giant in Decade."

Books

World Book Encyclopedia—new edition will include expanded sections on "natural gas" and "pipelines."

Look for

Investment Dealers Digest, June, 1952—A complete gas industry review and forecast.

New gas utility formed in Mississippi

FIFTY-TWO CITIES, towns and communities in Mississippi are now being served with natural gas by a newly formed utility, Mississippi Valley Gas Company. The company was formed when Mississippi Power and Light Co. sold its natural gas properties on March 14, for \$11,300,000.

The sale, the largest transfer of public utility holdings in the history of Mississippi, was approved by the SEC on January 22. It was made final when Minor Sumners, president of Mississippi Valley Gas, formally received the deed for the property from Rex Brown, president of Mississippi Power and Light Company.

Officiating at the closing of the sale were Mr. Brown and J. D. Stietenroth, treasurer and assistant secretary of Mississippi Power & Light; Mr. Sumners, T. W. Crockett, executive vice-president and F. M. Featherstone, secretary and assistant treasurer of Mississippi Valley Gas.

Mr. Sumners has served the utility industry since 1929 when he was employed by Arkansas Power & Light Company. In 1944 he was named chief accountant for the Arkansas Public Service Commission. From 1948 to 1950 he was assistant to the president of Arkansas Power & Light Co. and in 1950 he became president of Midsouth Gas Co., which he will now serve as a director.

T. W. Crockett, vice-president of the new



Directors of Mississippi Valley Gas Co. hold first session. From r. to l.: Minor Sumners, president, treasurer; T. W. Crockett, executive vice-president; F. M. Featherstone, secretary, assistant treasurer

company, is a graduate of Westinghouse Technical Night School of Electrical Engineering. He recently completed 25 years of service with Mississippi Power & Light where he was vice-president and director.

F. M. Featherstone, formerly of Mississippi Power & Light, is serving as secretary and

assistant treasurer of the new company and has been elected a member of the board of directors.

Other executive appointments are: J. Harry Lambdin, chief engineer; Glenn C. Jones, superintendent of gas distribution; and Charles M. Broad, sales manager.

Fellowships offer students opportunity

THE INSTITUTE of Gas Technology, affiliated with Illinois Institute of Technology, Chicago, announces the availability of 15 two-year fellowships for the training of men interested in securing positions in the gas utility industry.

The industry, since World War II, has been growing faster than its supply of men for supervisory and administrative positions. The fellowship program is designed to train carefully selected young men at the master's

and doctoral levels for positions of responsibility. The program, which was initiated in 1941, is the single source of graduate students specially trained in gas technology.

To a student working for a master's degree, a fellowship is worth \$4,000 plus earnings at summer employment in the industry. If the student continues to a doctorate, its value is increased to about \$10,000.

Applications for fellowships are invited from seniors and graduates in chemistry,

chemical engineering, mechanical engineering, physics, petroleum engineering, and related fields; who are American citizens; in good health; and under 28 years of age.

Applications and further information can be secured from college department heads and placement managers; personnel directors of local gas companies; or by writing to the dean of students, Institute of Gas Technology, Technology Center, Chicago 16, Illinois.

American papers at Brussels conference

A.G.A. will be well represented at the International Gas Union's fifth conference in Brussels, June 16 to 19, 1952.

Two papers have been prepared to portray American gas industry progress. They are

"The American Gas Association Appliance Approval Program, by the late President George F. Mitchell and Edwin L. Hall, A.G.A. Laboratories director; and "Problems in Changing from Manufactured to Natural

Gas," by H. Carl Wolf, managing director of A.G.A., and Thomas Lee Robey, A.G.A. research coordinator.

In addition, 27 other papers, in English or French, will touch on every problem facing the gas industry throughout the world today.

Utility joins fight to conserve resources

TREES FOR TOMORROW, Inc., a non-profit organization sponsored by 11 paper mills and three utilities, is an outstanding example of private industry's effort to build and maintain the nation's resources.

The Wisconsin Public Service Corp., one of the sponsors of the project, was the first company outside the paper industry to join. C. E. Kohlhepp, president of Public Service, A. G. A. Executive Board member, and a director of Trees for Tomorrow, explains, "Public Service became a member of the organization because of its value to the paper and resort industries, so vital to the State of Wisconsin. We have a direct interest because tree-

planting and proper forest management prevent soil erosion, and allow water to soak into the ground, all of which benefit our utility operations in northern Wisconsin."

During the past seven years, Trees for Tomorrow has distributed four million free trees to landowners and has prepared forest management plans for 81,000 acres of woodlands. It has awarded \$12,400 in forestry scholarships, has helped establish 34 school forests and 10 memorial forests. Since its founding day, 7,000 members of high school, college and adult groups have attended conservation workshops.

In 1952, as in past years, Wisconsin Public

Service is sponsoring a three-day conservation camp course for high school boys. Last year almost 800 students attended, and this spring, 843 reservations have been made. While at camp, students will inspect tree nurseries, reservoirs, a river development project, fish hatcheries, forest plantations, fire fighting equipment, soil erosion control projects and other programs in progress. Staff for the camp course is made up of personnel from the U. S. forest and soil conservation services, Wisconsin conservation department, University of Wisconsin, several state teachers colleges and industry.

Short course offers wide range of study

THE 27th Southwestern Gas Measurement Short Course, sponsored each year by the College of Engineering, University of Oklahoma, Norman, will be held from May 27-29.

The speakers and instructors for the course are members of the University of Oklahoma faculty; representatives of the gas, gasoline and oil industries; engineers of equipment manufacturers and others directly interested in the measurement and regulation of gas.

In addition to regular classes, the com-

panies making equipment for gas measurement and regulation will exhibit. The enrollment fee of \$10 covers the cost of the course. This includes 21 lessons, out of a choice of 73 subjects. To stimulate interest, three cash awards will be made for the best short papers on "What I Learned at the Southwestern Gas Measurement Short Course."

The sponsor of the course, the University of Oklahoma, will be assisted by American Gas Association, Natural Gas Department;

Arkansas Oil and Gas Commission; Kansas Corp. Commission; Natural Gasoline Association of America; Oklahoma Corp. Commission; Oklahoma Utilities Association; Railroad Commission of Texas; Southern Gas Association.

Registration will be held early on the first day of the course. Further information concerning the scope of the short course, hotel accommodations, or fees can be obtained from W. H. Carson, The University of Oklahoma.

Business, industry and schools evaluate teaching aids

EIGHTEEN HOME ECONOMISTS, representing business and educational institutions from many sections of the country, met in Washington recently to discuss ways that business-sponsored teaching aids can be improved.

The group, known as the Home Economics-Business Committee on Business-Sponsored Teaching Aids, was called together by Edna P. Amidon, chief, Home Economics Education Branch, Office of Education, Federal Security Agency. The committee explored problems and began work on suggestions that will (1) reduce the waste that occurs when costly materials are discarded by teachers as not adaptable to modern classroom methods and (2) result in the production of materials which are more in keeping with acceptable teaching practices.

The home economists found that several types of information are particularly needed. They are: materials dealing with health, food

habits, safety education, home care of the sick; money management; shelter and household management; child care and family relations. There is also need for material that is helpful in buying, using and caring for products, such as illustrated matter on techniques for operating and manipulating equipment; specifications about products; distinguishing differences between products of similar types; ways that products can save energy, time, materials; definite procedures, i.e., in baking a cake, making a dress, or using a pressure cooker.

The committee recommends that in preparing educational material, visual aids using family-type drawings be employed; that quality be emphasized rather than quantity; that posters have one easily read central idea; that materials be prepared for lower and middle income groups, the majority of the pupils.

Ready-made lesson plans and quizzes were discouraged, as were over-dramatized materials. Historical materials about products and

processes were found to be of little interest. Providing samples for each pupil, stated the committee, often loses good will because of the many problems created. Contests should be avoided for, rather than stimulating learning, they too often create anxiety among pupils.

Because the recommendations set forth are not final, suggestions from business, industry and the schools are being solicited in the interest of furthering modern trends in home economics education.

Representing the gas industry on the committee is Jessie McQueen, American Gas Association home service counselor. Miss McQueen invites utility home service directors and other concerned persons to submit statements related to their particular problems on production and dissemination of educational materials, so that a comprehensive viewpoint can be obtained.

Utility trains reserve

CONSOLIDATED EDISON CO. of New York, Inc., is giving fire-fighting instruction to more than a thousand members of the U. S. Organized Coast Guard Reserve at the company's outdoor fire school, Astoria, Long Island.

This instruction will be one phase of a three month training program in port security duties to be given in the New York area to 15 units of the reserve.

After lectures on operation and proper use of the various types of extinguishers, reservists will be given actual experience in combating oil, gas and electric fires.

The Consolidated Edison fire school has been in operation for six years, and is primarily a training center where utility workers are taught advanced fire-fighting techniques. It has been used also for special classes and demonstrations for the benefit of New York City Fire Department personnel.

LPGA meets in Chicago

LPGA industry sales promotion and problems resulting from the nation's defense economy accented the program planned for the Liquefied Petroleum Gas Association's annual convention and trade show. An all-time record of 2,500 attended the meeting, which was held in Chicago's Palmer House, May 12-14.

Gas cooking exhibit sparks show



The United Nations theme, highlighting gas cooking procedures in the giant new U.N. kitchens, proved to be good gas promotion at the Ohio State Restaurant Show, March 18-20. The display was sponsored by The East Ohio Gas Co., The Ohio Fuel Gas Co. and The Cincinnati Gas & Electric Co.

LaQue presents corrosion treatise

THE 1951 EDGAR MARBURG LECTURE, sponsored by the American Society for Testing Materials, has been published. The lecture, *Corrosion Testing* by Francis L. LaQue, head of engineering section, development and research division, The International Nickel Co., Inc., New York, is a 96-page illustrated booklet.

The lecture comprises a survey of corrosion-testing programs and methods of corrosion testing, many of which have been sponsored by the American Society for Testing Materials. Mr. LaQue, one of the best known authorities on the practical aspects of corrosion phenomena discusses the distinction

that must be made between the corrodibility of a material and the protective value of its corrosion products and how these are influenced by both the composition of the material and the incidental conditions of its exposure.

Some of the topics touched on in the book are: atmospheric corrosion studies; relations between rust color and corrosion; effects of alloying elements on the resistance of steels and irons to atmospheric corrosion; comparison of atmospheres; and galvanic corrosion. Also discussed are a variety of tests such as: acid, accelerated, atmospheric galvanic, salt spray, laboratory total immersion and alter-

nate immersion, boiling nitric acid, plant corrosion, paints, etc.; tests in waters; corrosion tests of insect screens; long-time tests of different steels and irons; and effects of position in test.

Mr. LaQue is chairman of the ASTM Advisory Committee on Corrosion, serves on a number of other ASTM technical committees, and represents ASTM on the Inter-Society Corrosion Committee of the National Association of Corrosion Engineers.

Copies can be procured from the American Society for Testing Materials, 1916 Race Street, Philadelphia 3, Pa., at \$1.50 each.

Pipeline plans to supply Columbia system

THE NEWLY formed Gulf Interstate Gas Co. has signed a contract with United Fuel Gas Co., a subsidiary of The Columbia Gas System, Inc. Under the terms of the contract, Gulf Interstate will construct and operate a pipeline from the Gulf Coast area to a point near Huntington, W. Va., through which it

will transport gas to be acquired in the Gulf Coast area by United Fuel Gas Company.

George S. Young, president of The Columbia Gas System, Inc., confirmed the signing of the contract, which he said was a further step in Columbia's continuing efforts to obtain additional supplies of gas in the South-

west in order to meet increasing system demands. Irving K. Peck, formerly vice-president and general manager of Columbia's Pittsburgh Group of Companies, has opened an office in Houston, Texas, where he will undertake the acquisition of gas for the proposed new pipeline.

United Gas experiments with nutria

NUTRIA, A BEAVER-LIKE, fur-bearing animal from Argentina, was formerly most disliked in the gas industry. Because of his talent for looking well in expensive fur coats and his deflating effect on the check-book, he has been carefully avoided whenever possible by bill payers in most industries.

Today, however, his popularity is up—but only on a trial basis—with the United Gas Corporation. The nutria has a big appetite, and among other things, he likes to eat the roots and bulbs of aquatic plants.

In almost every case, the lakes around compressor stations in the United system are cluttered with lily pads, cattails, water hy-

acinths and moss which interfere with the efficiency of the reservoirs.

In the United experiment, a dozen nutria have been chomping since mid-January to prove their industrial value. They and their offspring are turning out to be among the most effective known vegetation cleaners. Without affecting marine life or burrowing into dams and levees, they have an enormous appetite for tender bulbs, feeder roots, and the lower stems of water plants.

The experiment is being tried after every mechanical means of clearing the lake has failed. Chemical treatment, only partially suc-

cessful, last year proved too expensive for the results obtained.

The 10-acre lake in which United Gas Corporation is conducting the experiment, was built in 1927 in conjunction with construction of a compressor station. It provides a reservoir of scale-free water for engine-cooling and supplements the station's water supply from two deep wells.

Should the experiment measure up to expectations, United Gas Corp. plans to transfer members of future generations of nutria to other compressor station lakes in the system as they are needed.

Ohio commission uses radio to explain work

THE PUBLIC UTILITIES Commission of Ohio has begun a series of 15-minute radio programs designed to explain its work and duties.

The first show, dealing with rural telephone problems, explains the answers found so far by the commission. It will be broadcast as a public service feature of the Ohio Farm Bu-

reau Federation.

After the program's first appearance, it will be offered to radio stations throughout the state, to be used as part of their public service operations, as required by the Federal Communications Commission.

The commission hopes to produce four or

five more shows explaining its functions. It will not try to meet any definite deadlines, as the production of the shows must be fitted in so it will not interfere with other work.

The low-cost, non-political programs will be available on standard-speed tape recordings if needed.

Canada-Minneapolis gas line planned

NORTHERN NATURAL GAS Co., of Omaha, has filed an application with the Federal Power Commission proposing the construction of a 400-mile pipeline extending from the United States—Canadian border to a point near Minneapolis to transport natural gas produced in Canada to market areas in the Midwest.

Northern's proposed project, which also includes two compressor stations with a capacity of 5,280 horsepower each, has a total estimated cost of \$24,590,000. The pipeline would transport an average of 120 million cubic feet of natural gas per day during the

first year of operation, with the amount subsequently being increased up to a maximum of 250 million cubic feet daily.

The proposed 24-inch, 400-mile pipeline would originate near Emerson, Manitoba and extend southerly along the Red River Valley to a point near Fergus Falls, Minn. From there it would extend in a southeasterly direction to a point of connection with Northern's existing pipeline system near Minneapolis and St. Paul, Minn.

The gas would be purchased by Northern at the United States—Canadian border from Western Pipe Lines, a Canadian corporation.

Western proposes to obtain its gas supply from fields in southern Alberta, and is now seeking authority from the Alberta Natural Gas Conservation Board to export gas to the Provinces of Saskatchewan and Manitoba and to the United States, Northern's application states.

Northern estimates that it will purchase the gas at approximately 27.8 cents per thousand cubic feet. The gas would then be resold to Northern's present utility customers, which distribute gas in about 230 communities in Kansas, Nebraska, Iowa, Minnesota and South Dakota.

British team visits U.S. gas plants, utilities

A 16-MAN TEAM, representing British trade unions, management and technical groups, toured the United States for six weeks this season. The tour was sponsored by the Mutual Security Agency and the Anglo-American Council on Productivity.

Because gas in Great Britain is being used increasingly as a fuel in rearmament industries, team members devoted a major part of their study to use of the fuel in United States

defense plants. Other subjects of interest were industrial relations, education and training, organization and administration, distribution technique, utilization of liquid and gaseous products of the distillation of petroleum, carbonization, tariffs, industrial and commercial applications, domestic installations and consumer service, as well as chemical processes for purification and recovery.

Under MSA's program, the group visited

utility companies in Ohio, Illinois, Oregon, California, Pennsylvania and New York. The group also attended the A. G. A. Distribution, Motor Vehicles and Corrosion Conferences, Philadelphia, April seventh to tenth, and the A. G. A. Sales Conference, Cincinnati, April sixteenth to eighteenth. A highlight of the tour was a visit to the Bureau of Mines Experimental Unit at the Alabama Power Co. plant in Gorgas.

Fort Chadbourne gas to be used

THE LONE STAR Producing Co., Dallas, has completed the plans and is beginning construction of a three million dollar gasoline plant which will process casinghead gas from the Fort Chadbourne oil fields in west Texas.

The Fort Chadbourne field contains approx-

imately 250 oil wells operated by 11 producing companies. The field was "shut in" last February by order of the Railroad Commission of Texas to prevent gas wastage by flaring.

The Lone Star Producing Co.'s plant will

be able to process 30 million cubic feet of gas per day and it will produce natural gasoline, propane and butane gas. As an oil and gas conservation measure, facilities will also be provided to inject the residue casinghead gas into the reservoir for repressuring.

I.G.T. catalog explains contributions

THE 1952-1953 catalog of the Institute of Gas Technology is now available. It offers complete information on courses of study which can be followed at the Institute, costs, fellowship requirements, home study courses and the school's many unique features and services.

The Institute was founded in 1941 to train personnel at the graduate level for the gas

industry; to collect and disseminate scientific information for the industry; to prosecute fundamental and applied research for the industry; and to stimulate and correlate research within the industry.

Today, the Institute is an outstanding educational and research facility representing one and a quarter million dollars in physical

plant. It has graduated five masters of science, 27 masters of gas technology and two doctors of philosophy. It has undertaken, has in process or has completed over ninety fundamental and applied research projects.

The catalog may be obtained from Institute of Gas Technology, Technology Center, 17 West 34 Street, Chicago 16, Illinois.

Chambers pioneers with TV, movies

A UNIQUE VENTURE IN TELEVISION programming—Chicago's evening TV cooking school—has been launched by Chambers Illinois Corp., gas range distributors. The firm is one of three participating sponsors of the show.

Under the direction of Francois Pope, nationally known cooking instructor, the program "Gourmet Society," is being aired

weekly over Chicago's station WBKB.

In the show, Mr. Pope uses gas-fired built-in units, because of their adaptability to apartment and home kitchens. His audience is offered a kitchen planning brochure and folder containing recipes for tenderizing inexpensive cuts of meat through use of modern equipment.

In addition, the manufacturing branch of

the company, in Shelbyville, Ind., has produced a series of 12 television spot films and 13 color movie playlets. They have been planned to aid dealers in selling the firm's line of built-in and console-type gas cooking equipment.

The films are available to dealers through distributors throughout the country.

Councils promote safety advertising

THE ADVERTISING COUNCIL, Inc., a non-profit organization which promotes public service advertising, has embarked on a campaign to stop personal accidents. Working with the National Safety Council, the Advertising Council is aiming to lower the fatality toll—93,000 persons in 1951—and the costs, which added up to \$8 billion.

Because it concerns the manpower, producing power and purchasing power of the United States, the Safety Council urges that all firms which support advertising consider the stop-accidents campaign. Besides gaining attention, public service advertising of this type spreads goodwill throughout the territory, gaining friends for the sponsoring company.

A brochure of suggestions, giving ideas of how public service messages can be prepared to point out accident dangers, can be obtained from the Advertising Council, Inc., 25 West 45 Street, New York 19, New York.

Current statistics of the gas industry

● Utility gas sales—February, 5,310 million therms, down 5.9 per cent from 5,645 million therms in January but up 7.9 per cent over 4,922 million therms in February 1951.

● Gas-fired central heating equipment—March preliminary, GAMA figures, 34,900 units up 8 percent from 32,300 units in February, but down 43.7 percent from 62,000 in March 1951. (Breakdown: 19,700 gas-fired furnaces—forced warm air and gravity; 4,000 gas-fired boilers; 11,200 gas conversion burners.)

● Oil-fired burner installations—GAMA figures for first quarter 1952, 109,500 installations.

● Domestic gas range shipments—Preliminary GAMA figures for March, 180,100 units, up 19 percent over 150,400 units in February but down 37.9 percent from 289,800 units in March 1951.

● Electric range shipments—GAMA figures, February, 74,300 units, down 19.5 percent from 92,400 units in January and down

45.7 percent from 136,900 units in February 1951.

● Automatic gas water heater shipments—Preliminary GAMA figures, March, 152,200 units, up 4 percent over 146,100 units in February, but down 31.8 percent from 223,300 units in March 1951.

● Electric storage water heater shipments—February GAMA figures, 56,100 units up 15.2 percent over 48,700 units in January but down 24.7 percent from 74,500 units in February 1951.



Francis Fargo Gregory

merchandising coordinator of A. O. Smith Corp., died March 8 following an operation.

Mr. Gregory had been with A. O. Smith since December 1944. Starting as sales promotion manager, he rose to public relations director and finally merchandising coordinator.

Frank D. Howell

division superintendent of Dominion Natural Gas Co., Ltd., Ontario, died March 5.

A past-president of the Canadian Gas Association, Mr. Howell was active in the A. G. A. Operating Section. He served also as director of the Natural Gas and Petroleum Association of Canada, and as treasurer of the Chemical Industries Safety Association.

A native of Johnson City, Tenn., Mr. Howell joined Dominion Natural Gas shortly after

his graduation from Washington State College. He is survived by his widow and two children.

Christian O. G. Miller

California utility leader and patron of the arts, died at Stanford University Hospital, San Francisco, on April 23. He was 87 years of age.

Although Mr. Miller was an officer and director of many corporations, his business career had been largely concerned with the Pacific Lighting Corp., which he had guided for 66 years from its beginning in 1886 with a capital of \$200,000. He saw the system develop into a \$415,000,000 enterprise serving 1,700,000 customers and embracing the Southern California Gas Co., Southern Counties Gas Co. of California and the Pacific Lighting Gas Supply Company.

In his youth, Mr. Miller left the University of California after two years' study to become cashier of the San Francisco branch, United Gas Improvement Company. He followed the gas distribution business the remainder of his life.

Mr. Miller also had served as president of the San Francisco-Oakland terminals and chair-

man of the Key System Transit Co.; director of the Kennedy Mine, the Fireman's Fund Insurance Co. and the Pacific Gas and Electric Company.

He was a former president of the Pacific Coast Gas Association and had been a vice-president both of the American Gas Institute and the American Gas Association.

As a dollar-a-year man in the First World War, he was in charge of the local office of the War Trade Board. He was a trustee of Stanford University, founder of its new endowment fund and a member of its committee on investments. Mr. Miller was one of the original directors of the San Francisco Community Chest and as a governor of the San Francisco Musical Association was one of the symphony orchestra's most energetic supporters. He was a trustee of the M. H. DeYoung Memorial Museum and had been a director of the State Chamber of Commerce.

He is survived by his widow, Mrs. Janet McAlpine Watt Miller; a daughter by a previous marriage, Mrs. Bernard Ford; two sons, Robert Watt Miller, now president of Pacific Lighting Corp., and Albert Kendall Miller; five grandchildren and eight great grandchildren.

A. G. A. announces new publications

Accounting

● **Auditing Case Studies, Cases 51-60** (for accountants). Prepared by the Internal Auditing Committee. Can be obtained from A.G.A. Accounting Section, free.

● **1952 Compendium Committee Report—First Supplement to 1950 Report**—(for accountants). Prepared by the Compendium Committee, and available from the A.G.A. Accounting Section, for one dollar. PAR.

● **1951 Annual Report of PAR Committee** (for promotion, advertising and research executives of gas utilities and pipeline companies). Sponsored by the PAR Committee, and available from A.G.A. Headquarters, free.

Research

● **Prospective Methods and Estimated Cost for Removing Excess Nitrogen from Natural Gas** (for natural gas engineers). Prepared by P. V. Mullins, chief, helium division, region VI, and R. W. Wilson, physical chemist, both of the Bureau of Mines. The first of a series of reports from the A.G.A.-Bureau of Mines project NGD-6, "Investigation of Removal of Excess Nitrogen from Natural Gas."

Extensive bibliography included. Available from A. G. A. Headquarters for one dollar a copy.

● **Performance of a Gas-Fired Forced-Air Heating System in Research Residence No. 1—Bulletin No. 397** (for manufacturers

and utilities). Prepared at University of Illinois by Messrs. Konzo, Green, Roose and Childs. Available from A. G. A. Headquarters for 60 cents.

Statistics

● **Quarterly Report of Utility Gas Sales—Fourth Quarter, 1951** (for gas companies, security analysts, regulatory groups, college libraries). Available from the A. G. A. Bureau of Statistics, free.

● **Monthly Bulletin of Utility Gas Sales—February** (for sales managers, statisticians, banks, investment houses, newspapers, appliance manufacturers). Available from A. G. A. Bureau of Statistics, free.

Beware! A racket threatens your customers

MOST GAS INDUSTRY men know about the fly-by-night operators of the vicious "gypsy racket." They know of customers victimized by so-called equipment experts who glibly talk their way into rebuilding and insulating commercial cooking equipment. And then, after presenting an unconscionable bill, they silently steal away.

But few restaurateurs know about these high-pressure rascals. New operations have been reported in Ohio—where they will strike next is anyone's guess.

Not to be confused with legitimate servicing concerns, these "gypsy racket" operators give fictitious names, addresses and affiliations. Their pitch is to offer to clean and rebuild kitchen cooking units. They usually give a low estimate, and start by doing a good cleaning job. But as work progresses, more parts are found that need replacing. Then, in the final

swoop, they convince the owner that he needs special insulation in various units. They offer to put it in for the cost of the material, with no charge for labor. The particular insulation they describe as special is nothing more than asbestos cement worth four cents a pound. It does become very special, however, when the "gypsies" present a bill for 200 pounds at \$2.50 a pound!

By then, it is too late for the owner to do anything but protest. Inasmuch as the work done and material used was authorized, he must pay the bill, the victim of an expensive lesson.

One of the worst aspects of the operation is that this so-called insulation creates serious hazards. Asbestos cement, when heated, becomes a loose powder. When applied haphazardly, it clogs air intakes and combustion areas, and prevents free circulation of heat in

ovens and hot top sections.

Since no immediate legal recourse is open, the industry must use the next best vehicle—widespread publicity. Good weapons against the racket are: letters of caution to all industrial and commercial customers; warnings enclosed with monthly bills; announcements at restaurant, hotel, stewards' and caterers' association meetings; news items in their publications; local newspaper publicity. The cooperation of local law enforcement authorities is important. Acquainting all personnel with the racket, with the suggestion that they spread the warning, will help.

These are the many ways in which the gas industry can fight. But to fight an insidious racket, unity is always needed. The effort of every utility is needed to protect unsuspecting customers as well as the industrial and commercial load.

Leading gas industry executives named to PAD posts



Howard B. Noyes



C. Pratt Rather



Alan A. Cullman



Oscar W. Morton



E. A. Koenig



G. Barrett Herr

SEVERAL LEADING EXECUTIVES have been named to represent the gas industry in the Petroleum Administration for Defense, Washington, D. C. Each has been granted a year's leave of absence from his industry post to serve the nation, without compensation, under Secretary of the Interior Oscar L. Chapman.

Howard B. Noyes, vice-president of the

Washington (D. C.) Gas Light Co. has been appointed assistant deputy administrator of PAD. He succeeds C. Pratt Rather, who had been assistant deputy administrator since March 1951, and who has returned to his position as president of Southern Natural Gas Co., Birmingham.

Alan A. Cullman, controller of The Columbia Gas System Service Corp., New York, will serve under Mr. Noyes as director of PAD's gas planning division. He succeeds Walter E. Caine, vice-president and treasurer of Texas Eastern Transmission Corp., Shreveport.

At the same time, Oscar W. Morton, vice-president of Panhandle Eastern Pipeline Co., Kansas City, was named to succeed A. Dale Greene, vice-president of United Gas Pipe Line Co., Shreveport, as director of the gas operations division. Serving with Mr. Morton as chief of the gas transmission branch will be E. A. Koenig, general superintendent of Texas Eastern Transmission Company.

In the gas facilities division, G. Barrett Herr, superintendent of stores, The Peoples Natural Gas Co., Pittsburgh, replaces Louis

C. Sonnen of Houston.

Mr. Noyes has been associated with the Washington Gas Light Co. since 1940. As vice-president of the utility, he has had general supervision over all of the company's operating departments. Before joining the Washington utility, he served The Manchester (N. H.) Gas Co., and The Philadelphia Electric Company. He is a member of American Gas Association.

Mr. Cullman served as 1951 chairman of the A. G. A. Accounting Section, and is now chairman of the section's Nominating Committee and a member of its Advisory Planning Committee.

Mr. Morton is also an active member of American Gas Association, and his co-worker, Mr. Koenig is a member of the A. G. A. Natural Gas Department's Transmission Committee.

Mr. Herr is a member of A. G. A.'s Accounting Section and is serving this year on the Materials and Supplies Committee, the Material Control Subcommittee and is chairman of the Standard Packaging Subcommittee.

Personal and otherwise

Windfohr chosen U. S. C. of C. national councillor

TWENTY Texas oil men attended the 40th annual meeting of the United States Chamber of Commerce as delegates from the Texas Mid-Continent Oil & Gas Association. The meeting was held in Washington, D. C., April 28-30.

R. F. Windfohr, Fort Worth, was named national councillor by the association and Ray-

mond L. Dillard, Mexia, was selected alternate national councillor.

Members of the Texas Mid-Continent regular delegation included: Neville Penrose, Fort Worth; M. E. McCullough, Wichita Falls; John F. Lynch, Corpus Christi; Jack Woodward, Bert Fields, Fred Florence and J. L. Latimer, Dallas; Hines H. Baker, Houston;

and R. C. Kay, Amarillo.

Alternates were John G. Hurd, Laredo; French M. Robertson and J. C. Hunter, Jr., Abilene; John R. Penn, Jr., W. A. Landreth and W. A. Moncrief, Jr., Fort Worth; Scott Myers, Beaumont; Harold D. Herndon, San Antonio; and C. T. McLaughlin, Snyder.

Distinguished Service Committee names Banks chairman

F. M. BANKS, president and general manager, Southern California Gas Co., Los Angeles, Calif., has been appointed chairman of the 1952 Distinguished Service Award Committee. Other new committee members are L. B. Bonnett, vice-president, Consolidated Edison Co. of New York, Inc., and C. H. Zachry, president, Southern Union Gas Co., Dallas, Texas.

Since being established in 1929, the Distinguished Service Award of the American Gas Association, comprising an engraved certificate and substantial sum of money, has been the gas industry's most coveted honor. It has been given for progress made in such diversified fields as labor-saving accountancy; strengthening and extending industrial use

of gas; dealer cooperation; development of manufactured gas production processes; public relations; changeover from one kind of gas to another; and research.

Through the past 22 years a great part of the industry's history has been made by award winners. Application of gas in the new and profitable field of refrigeration brought the first award in 1929 to Nils T. Sellman of the then Consolidated Gas Company of New York. He was honored for his work in connection with developing and marketing the gas refrigerator. In the continuing span of progress, last year's award went to Hiram John Carson of Omaha, Nebr., for notable contributions to the natural gas industry.

Many leaders and innovators in the gas

industry are yet to be singled out for their fine work. Companies are urged to submit applications of candidates for the award to American Gas Association, 420 Lexington Avenue, New York. Applications must be postmarked not later than August 1, 1952. The current award will be presented at the A.G.A. Annual Convention in Atlantic City, October 27 to 30.



F. M. Banks

Chicago utility names Bjork to succeed Mitchell

ESKIL I. BJORK has been named president of The Peoples Gas Light and Coke Co., Chicago, succeeding the late George F. Mitchell, who died on March 26.

Mr. Bjork, who has been an officer of Peoples Gas for the last 22 years, has been a vice-president of the company since 1941. He has held the office of vice-president in charge of finance and personnel since 1945.

At the same time, Leslie A. Brandt, director of employee relations and assistant to Mr. Bjork, was named a vice-president in charge of industrial relations.

Mr. Bjork's career with Peoples Gas began in 1920, when he joined the company as a ledger clerk. He rose through several positions to become assistant secretary of the company in 1930, and since that time has been a company officer.

In 1934 he was elected assistant secretary

and assistant treasurer. Two years later he became assistant vice-president and assistant comptroller. He was elected vice-president in charge of budget, purchasing and stores in 1941.

Mr. Bjork is also vice-president of Chicago District Pipeline Co., and is a director of Chicago and Illinois Western Railroad, both controlled by The Peoples Gas Light and Coke Company.

Mr. Bjork is a member of the Controllers Institute and American Gas Association. This year, he is serving on the A. G. A. National Defense Committee and the Committee to Review the Constitution and By-Laws. He is chairman of the Advisory Committee on Materials Procurement.

Mr. Brandt joined Peoples Gas in 1934 as staff auditor. Later he served the company as executive office assistant of the comptroller's



Eskil I. Bjork



Leslie A. Brandt

staff, supervisor in the statistical department and budget director. He was appointed to his most recent position in 1946. Mr. Brandt, too, is active in American Gas Association.

Knapp succeeds Knowlton as CL&P president

SEVERAL EXECUTIVE changes were made at The Connecticut Light & Power Co. on March 20, when the stockholders and board of directors met for the annual meeting.

C. L. Campbell retired as chairman of the board, R. H. Knowlton, formerly president, was named to succeed him, and S. R. Knapp was elected president and board member.

Mr. Knowlton has served as president of the company since 1948, and Mr. Knapp as executive vice-president since 1949. Mr. Campbell will continue to serve as a director of the utility, member of the executive committee and chairman of the finance committee.

The new president, S. R. Knapp, joined the company in 1928, after graduating from Cornell University with an engineering degree. During his career, he has served as engineer, district manager, assistant vice-president and assistant to the president. In 1949, Mr. Knapp was named executive vice-president.

Mr. Knapp is a director of several insurance companies and is vice-president of the New England Gas Association.

Robert H. Knowlton, who is now chairman of the board, has served the company since 1917. Also an engineering graduate from Cornell University, Mr. Knowlton became assistant to the president in 1926, was elected vice-president in 1927, executive vice-president in 1939 and president in 1948. He is a past president of New England Gas Association and a board member of Edison Electric Institute. He was formerly a member of the State Board of Mediation and Arbitration.

C. L. Campbell, the retiring board chairman, has served the Connecticut utility industry since 1901, except for a short period in 1911. He was named secretary and treasurer of the United Electric Light and Water Co. in 1912 and when that company was merged with Connecticut Light and Power in



C. L. Campbell



R. H. Knowlton



S. R. Knapp

1917, he retained the same position. Elected vice-president and treasurer in 1929, president in 1937, Mr. Campbell has been chairman of the board since 1948.

He is director and trustee in several Connecticut manufacturing and insurance companies, a trustee of the National Industrial Conference Board and the Tax Foundation. He is also a director of the Connecticut State Chamber of Commerce and chairman of the board of trustees of the Connecticut Public Expenditures Council.

Hemphill named head of production subsidiary

HERBERT A. HEMPHILL, a veteran West Texas geologist, has been appointed president of Texas Eastern Production Corp., a wholly owned subsidiary of Texas Eastern Transmission Corporation. He was formerly associated with Magnolia Petroleum Company.

Mr. Hemphill's long career started at the University of Texas where he majored in geology and served as geological assistant to Dr. E. H. Sellards, then director of the Bureau of Economic Geology. In 1930, Mr. Hemphill was employed as a sub-surface geologist for University Lands in West Texas with headquarters in San Angelo. After four and a half years, he joined the Magnolia Pe-

troleum Co. as an assistant geologist in Midland, later becoming district geologist in the vast Permian Basin area.

During Mr. Hemphill's 17½ years' service with Magnolia, he was influential in his company's exploration and development activities in west Texas and contributed substantially to the oil industry's knowledge of the geology of that area.

R. H. Hargrove, president of Texas Eastern Transmission Corp., whom Mr. Hemphill succeeds to the presidency of Texas Eastern Production Corp., has resigned in order to devote his time fully to the administration of the parent company, of which he remains

president and director. Mr. Hargrove will also continue as a director of the production corporation.

Mr. Hemphill is a member of the American Association of Petroleum Geologists, the petroleum division of the West Texas Chamber of Commerce, and is a past-president, West Texas Geological Society.



Herbert A. Hemphill

New England system forms gas division

A NEW DIVISION of New England Electric System, devoted exclusively to the operation of gas companies in Massachusetts, has been established with Edward G. Twohey as executive head. He is president of all straight gas companies and vice-president of combination gas and electric companies, with headquarters in Malden.

Robert H. Patterson and W. King Murray are assistants to the president and Wilder Moore is sales manager in the new gas division. Edward F. Kennedy is general superintendent of production and distribution for all gas companies.

Mr. Twohey, a graduate of Norwich University in 1925, served utilities in Lowell, Lawrence and Worcester before becoming manager of Northampton Electric Lighting Co. and Northampton Gas Light Co. in 1930. He became vice-president of those companies in 1942, and was named assistant district man-

ager of the Worcester Gas Light Co. in 1944. In 1947, he was made vice-president at Worcester, the position he filled at the time of his latest promotion.

Robert Patterson joined the Providence Gas Co. shortly after World War I. He served companies in Worcester, North Adams and Arlington, and in 1934 came to the Lawrence utility as principal operating executive. In 1947, he was named executive assistant at the Malden and Melrose Gas Light Company. Mr. Patterson is a member of American Gas Association.

W. King Murray, an electrical engineering graduate of Princeton University, served General Electric for two years before joining the Connecticut Light & Power Company. In 1933, he joined the Narragansett utility and served gas companies in Boston and Providence before coming to Malden and Melrose Gas Light Co. in 1944 as assistant to the president. In

1945, he was named executive assistant of Malden and Melrose, the position he held when his latest promotion was announced.

Wilder Moore, a 1925 graduate of Boston University, joined the Quincy Electric Co. in 1936. In 1938 he was transferred to the Attleboro utility, and served also in Norton before coming to the Worcester County Electric Co. as merchandise manager in 1945. He held this position until his recent appointment.

E. F. Kennedy joined the Malden and Melrose Gas Light Co. in 1934 following his graduation from the Worcester Polytechnic Institute. After several advancements, he was called to active duty with the United States Navy during World War II. When he returned in 1949, he was named assistant manager of the Malden and Melrose Gas Light Co., the position he filled at the time of his latest promotion. Mr. Kennedy is a member of American Gas Association.

Ohio Fuel Gas promotes

THE OHIO FUEL GAS CO., Columbus, has announced the election of James A. Scanlon and William E. Ferguson as vice-presidents and John M. Rutherford as treasurer.

Mr. Scanlon, who has been Ohio Fuel's treasurer, was elected vice-president in charge of rates and regulations. He is a member of American Gas Association. Mr. Ferguson, formerly manager of the production and storage department, was made vice-president in charge of that department. He, too, is a member of American Gas Association.

Mr. Rutherford was elected the new treasurer and will continue as company secretary.

Dormer aids Lauderbaugh in Pittsburgh

GEORGE G. DORMER, who has served as assistant superintendent of the production-transmission division in Binghamton, N. Y. since 1948, is now assistant to the chief engineer. He will aid A. B. Lauderbaugh, recently named chief engineer, in supervising gas company engineering programs.

Mr. Dormer received two degrees in chemical engineering from the University of Wisconsin. He served the Wisconsin Power & Light Co. from 1932 to 1941 as a gas engineer and superintendent of the gas plant, and in 1943 joined the Binghamton works as gas plant superintendent. Mr. Dormer is an

active member of the American Gas Association's Operating Section, and is serving this year on the Corrosion Committee, the Special Committee on Safety, the Subcommittee on Underground Corrosion Mitigation Practices and the Subcommittee on the Manufacture of Higher Btu Gases.



George G. Dormer

Manufacturers announce personnel changes

● **L. J. Mueller Furnace Co.**—Harold P. Mueller, Jr., has been named assistant sales manager. In his new capacity, Mr. Mueller will coordinate sales and administrative activities between the home office and the company's sales representatives throughout the country. Prior to this assignment, Mr. Mueller had been in the engineering and sales departments for five years, most recently as Milwaukee sales representative.

Ernest C. Brinkman has been named St. Louis sales representative. An electrical engineering graduate of Washington University, St. Louis, Mr. Brinkman spent two years with a large heating control manufacturer as a sales and engineering representative in Buffalo, N. Y., and St. Louis.

● **National Steel Construction Co., Inc.**—J. P. Hutchinson has joined the firm as general sales manager. Mr. Hutchinson, who is chairman of the water heater division of GAMA, was formerly the general sales manager for Lawson Manufacturing Co.

● **Rheem Manufacturing Co.**—Harry H. Filler is now manager of manufacturing in all plants. He has served in various foreign and domestic posts with the Rheem organization for the past 18 years, and has been divisional manager at the Rheem plants in

Bayonne and Linden, N. J., since last fall. He also organized, and supervised foreign plant operations for Rheem in South America, Australia and the Far East.

William S. Goodfellow has been named general sales manager. He brings to his new post a background of 17 years' experience in container and appliance sales. He was previously regional sales manager for Rheem in Chicago, and prior to that was assistant sales manager of the Pacific Coast region.

● **Robertshaw-Fulton Controls Co.**—M. P. Stiller has been named sales engineer of the company's Grayson Controls Division. Before joining Grayson Controls, Mr. Stiller was employed by the Day and Night Division, Affiliated Gas Equipment, Inc.

William E. Bowman is participating in Robertshaw-Fulton's sales training program. A graduate in mechanical engineering from Purdue University, Mr. Bowman is spending one year at the company's Youngwood plant before he enters the sales department. He is the son of Glenn A. Bowman, who has served the Robertshaw Thermostat division for twenty years.

● **Selas Corporation of America**—William C. Schneider has been named sales representative in central and western New York state.

● **Dravo Corporation**—John K. Beidler was elected a director. Associated with the corporation since 1935, Mr. Beidler is general manager of the machinery division, and is a director and vice-president of Dravo-Doyle Co., a subsidiary.

● **Tappan Stove Company**—D. T. Webster, formerly southeastern division sales manager, has been elevated to the post of eastern utility sales manager. Mr. Webster will contact gas utilities in the New England, mid-Atlantic and southeastern states.

G. K. Kunkle, sales representative in Virginia and the Carolinas, replaces Mr. Webster as district sales manager in Maryland, Virginia, North and South Carolina, Georgia and Florida.

● **Cribben & Sexton Co.**—Frank Bergquist has been selected to fill the newly created position of field sales engineer for Universal gas ranges. Mr. Bergquist was in the production design department of Harper-Wyman Company for five years.

Additions to the company's sales force include: Harold E. Brown, Boston; C. A. Buchanan, Jr., Washington, D. C.; Warren H. Gray, Cincinnati; Joseph C. Sladky, Green Bay; George Taliaferro, Kansas City.

Texas Eastern promotes operating men

TEXAS EASTERN TRANSMISSION Corp. has announced several promotions and transfers in its operating personnel.

John R. Patterson, former foreman at Texas Eastern's station near Eagle, Pa., has been appointed assistant manager of the company's division headquarters in Seymour, Indiana. Prior to his employment by Texas Eastern, Patterson was employed by Brown and Root, Inc., War Emergency Pipelines and Empire Pipeline Company.

Carl R. Sisson, former assistant division manager at Seymour, has been transferred as assistant division manager to another division in West Chester, Pennsylvania. Mr. Sisson has been employed by Texas Eastern in various positions since 1947, and prior to that served Great Lakes Pipeline Co. and the War Emergency Pipelines.

Richard F. Winckel, former assistant engineer in Texas Eastern's general office in Shreveport, La., has been promoted to divi-

sion engineer in Seymour. Mr. Winckel has been with Texas Eastern since graduating from Texas A. and M. College in 1948.

J. W. J. Bercher, former assistant manager at West Chester, has been transferred to the general office engineering department. Mr. Bercher has been employed by Texas Eastern since 1948, and before that was associated with Tidewater-Seaboard, Tidal Pipe Line Co., the Soil Conservation Service and Ford, Bacon and Davis, Inc.

Advertising director honored for 25 years' service

THOMAS H. SPAIN, advertising director of Public Service Electric and Gas Co., Newark, completed 25 years with the New Jersey utility on April 4. He was presented a quarter century emblem by Robert A. Zachary, vice-president in charge of public relations.

Mr. Spain, a native of Tennessee, attended Vanderbilt University and received a B.S. degree from the University of Michigan.

Starting with Public Service in 1927 as an advertising assistant, Mr. Spain became head of the advertising department 10 years later.

He has served as president of the Public Utility Advertising Association and has been active on the American Gas Association's National Advertising Committee. He is also a member of the Edison Electric Institute.

Dayton utility accountants advance

JOSIAH V. COLLEY has been elected treasurer and Samuel J. Schiml has been named comptroller of The Dayton Ohio Power and Light Company.

Mr. Colley takes the place of Burt C. Taylor who died in October, 1950. The new treasurer joined Dayton Power and Light in September, 1922 as a clerk in the customer accounting department. From 1939 until 1946 he served as treasurer of the Binghamton (N. Y.) Group of the Columbia Gas System and as treasurer of the Pittsburgh division of

the Columbia Gas & Electric Corporation. He returned to Dayton in 1946 as comptroller. Mr. Colley is a member of American Gas Association, and is serving this year on the Natural Gas Department's Accounting Committee.

Mr. Schiml, assistant comptroller since June 1950, succeeds Mr. Colley as comptroller. He has served the Dayton utility since 1927 when he started as a stenographer. Active in the American Gas Association's Accounting Section, Mr. Schiml is a member of the Taxation Accounting Committee.



Josiah V. Colley



Samuel J. Schiml

Affiliated companies promote fiscal executives

NEW YORK STATE NATURAL Gas Co. and The Peoples Natural Gas Co., Pittsburgh, have announced several personnel promotions.

At New York State Natural, Arthur R. Blotter has been appointed chief accountant. He has served the two sister companies since 1938, when he was graduated from Pennsylvania State College. He is a member of American Gas Association.

James G. Bergman, Jr., was promoted to cashier of New York State Natural. Mr. Bergman has served the utility since 1937. At the same time, Sidney S. Galpin was named assistant superintendent of the corporation's Oakford storage district.

The affiliated company, The Peoples Natural Gas Co., announced that Charles A. Anderson has been appointed chief accountant. Mr. Anderson has been employed in the company's

treasury department since 1937, when he was graduated from the University of Pittsburgh. He, too, is a member of A. G. A.

Robert E. Seymour was named assistant treasurer. His new duties will include supervision of all accounting procedures in the treasury department. Employed by Peoples since 1938, Mr. Seymour is a graduate of Meadville Commercial College and is currently attending the University of Pittsburgh.

Price promoted by Connecticut utility

DAVID W. PRICE, gas superintendent of the Connecticut Light and Power Co., has also been named general superintendent of The Connecticut Gas Company.

The Connecticut Gas Co., a subsidiary of CL&P, was recently organized to handle the transmission of natural gas in the state from the supplying pipeline companies to points of distribution.

Mr. Price has been responsible for all of the utility's gas production and distribution operations, as well as gas and electric customer service. He is also responsible for water operations. In his new capacity, he will coordinate operations between the new Connecticut Gas Co. and Connecticut Light and Power.

Mr. Price, a graduate of Pennsylvania State

College, joined the Connecticut utility in 1926 after prior service with United Gas Improvement Co., Philadelphia. After successive promotions, he was appointed gas superintendent last June.

A member of American Gas Association and New England Gas Association, Mr. Price is a charter member and past officer of the Society of Gas Operators.

Columbia utility names executives

THREE NEW OFFICERS have been elected in the Ohio Fuel Gas Co., Columbus. They are W. F. Laird, secretary; W. D. Betsch, assistant vice-president; and L. H. Loganbach, assistant treasurer.

Mr. Laird has been resident attorney for the firm since July 1951, and will continue in that capacity. He succeeds John M. Rutherford,

former secretary, who was elected treasurer in February.

Mr. Betsch has been assistant treasurer since March 1950. He was named assistant to James A. Scanlon, vice-president in charge of rates and regulations. Mr. Loganbach, who has served as supervisor of the statistical department, will be assistant to Mr. Rutherford.

Heath and Eynon named

HEATH TREE SERVICE, Inc., national gas conservation survey company, announces the appointment of Charles A. Heath, of Richmond, Mich., as vice-president in charge of operations and as midwestern division manager. Stuart B. Eynon, of Lynn, Mass., was named as eastern division operations manager.

Duncan succeeds Boyd in Pittsburgh

CHARLES P. DUNCAN, JR. has been named chief geologist of The Manufacturers Light and Heat Co. and associated Pittsburgh group companies in the Columbia Gas System.

He succeeds Frank A. Boyd who joined the

staff of Alden Foster, independent petroleum engineer, as geologist.

Mr. Duncan was graduated by the University of Pittsburgh with a bachelor of science degree in geology. In 1949, he joined the gas company as geologist, and has served for the

last eight months as assistant chief geologist.

Mr. Boyd joined Manufacturers Light and Heat in 1940 as an engineer in the gas production department. He was named chief geologist in 1948.

Help wanted—salesman

AERICAN GAS ASSOCIATION is looking for a man—preferably one with lots of pep and sales ability, who can carry the story of Association promotions to local utilities, to help them participate more fully in PAR-sponsored activities.

This year, Robert Williams, who has served The Ohio Fuel Gas Co., Columbus, since 1939, is on loan to A. G. A. to do the job. He will serve A. G. A. for one year, then go back to

his utility responsibilities of appliance selling, heating and air conditioning promotions.

A. G. A. is now accepting applications from others who wish to work under a similar loan arrangement to carry out the nationwide dealer merchandising and sales training program. Applications should be addressed to H. Vinton Potter, A. G. A. Headquarters, New York City.

Morris Dempse Lack retires

MORRIS DEMPSE LACK of San Francisco, special tax counselor of Pacific Gas and Electric Co., and dean of California tax authorities, resigned on April 10.

During a notable career of more than half a century, Mr. Lack played a pioneering role in shaping numerous features of California's tax system. Pacific Gas and Electric Co., the largest taxpayer in California, has had the benefit of his services since 1930.

Feldman succeeds Hassett at A.G.A.

SIDNEY FELDMAN has joined the A.G.A. public information staff as a special writer. He replaces John H. Hassett, who resigned in February to become public relations director of a Washington trade organization.

Mr. Feldman, who will concentrate on national publications for A.G.A., has been a regular contributor to *The New York Times Magazine*, *The Office*, and *Steelways*. He has

also written articles for *The Encyclopedia Americana*, *Popular Photography* and several European newspapers.

As a staff writer for Newspaper Publisher's Facsimile Service, Mr. Feldman has done research, reports and several articles on radio facsimile "printing newspapers by radio." He has written about radio for publications including the radio section of *The New York Times*.

Mr. Feldman gained valuable experience as a reporter and feature writer for *The Standard Times* of New Bedford, Massachusetts. He also served, for a time, as editor of *Safety*, the magazine published by The Greater New York Safety Council.

He is an alumnus of the Graduate School of Journalism, Columbia University.

Pittsburgh Group names home economists

MISS DOROTHY STEWART and Miss Mildred Naser have been assigned to home service activities for the Pittsburgh Group Companies of the Columbia Gas System.

Miss Stewart will conduct food preparation demonstrations in dealers' stores and make

home calls in the Binghamton, N. Y., area.

A graduate in home economics from Carnegie Institute of Technology, Pittsburgh, Miss Stewart has had dietetic experience at the Bronx Veterans Administration Hospital, New York, and the Veterans Administration Hospital in Butler, Pennsylvania.

Miss Naser received her home economics degree from Seton Hill College in Greensburg, Pennsylvania. Before joining the utility in 1950, she served one year in the Allegheny General Hospital in Pittsburgh. In her new post, she will conduct home service programs in Pittsburgh suburban communities.

Made Long Island directors

AT A STOCKHOLDERS' meeting, James W. Carpenter and Errol W. Doebler were elected to the board of directors of Long Island Lighting Co., Mineola, New York.

Mr. Carpenter is vice-president in charge of commercial activities and Mr. Doebler is vice-president in charge of gas and electric production. Both are members of American Gas Association, in which Mr. Doebler serves on the Manufactured Gas Department's Managing Committee.

Whyland promoted

KENNETH WHYLAND has been appointed coordinator of service operations of Niagara Mohawk Power Corp., Albany, New York.

Mr. Whyland, who studied at Pratt Institute, joined the New York State utility in 1929. For the past 10 years he has been service advisor of the commercial department. Last year, he served as coordinator for the changeover to natural gas in the company's eastern division, a responsibility involving 150,000 customers.

Indiana association greets new officers



Incoming and retiring officers at the 42nd convention of Indiana Gas Association, April 24-25 are (l. to r.): Clarence Garis, Northern Indiana Public Service Co., Hammond, who retired after six years as secretary-treasurer; Victor Seiter, Citizens Gas and Coke Utility, Indianapolis, new secretary-treasurer; J. C. Sackman, Northern Indiana Public Service Co., Hammond, vice-president; Edward Kahn, Kokomo Gas and Fuel Co., president; E. E. Linburg, Richmond Gas Corp., retiring president

Mid-West Gas Association elects

AT THE ANNUAL MEETING of the Mid-West Gas Association in early April, Amos H. Abbott, gas engineer of Northern States Power Co., St. Paul, was elected president. Other new officers are E. E. Baxter, Lin-

coln, Neb., first vice-president; and M. B. Cunningham, Des Moines, second vice-president. H. E. Peckham, St. Paul, was re-elected secretary-treasurer.

The three-day meeting was held in the

Hotel Radisson, Minneapolis, with more than 400 persons from eight states attending. Talks on sales, home service, and industry-wide promotions shared the program.

Northern Natural names Gass vice-president

NORTHERN NATURAL GAS CO. has announced the election of P. A. Gass, former superintendent of pipelines, to the newly created post of vice-president in charge of personnel.

A veteran of 10 years at various field locations and 12 years in the utility's Omaha office as pipeline superintendent, Mr. Gass has had a vast amount of experience in the natural gas pipeline industry. He will be succeeded

as superintendent of pipelines by W. B. Haas, who has served Northern since 1931, and has been assistant superintendent of pipelines since 1943.

Mr. Gass is a member of A. G. A.

Operating

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tubing in natural gas distribution service have revealed no defects or mechanical weaknesses which would indicate that plastic tubing may not be satisfactory for underground gas service piping. No disturbing case of damage to or leaks in plastic tubing or connections has been reported, and no change in the physical characteristics of the plastic can be detected." Mr. Dye limited his statement to natural gas conditions and explained that there is some evidence that Tenite II, from which the tubing used had been made, is not resistant to aromatic hydrocarbons such as are present in manufactured gas.

A more thorough application by all gas utilities of the known means of corrosion mitigation was called for by A. W. Peabody of Ebasco Services, Inc., in a paper delivered before the Tuesday morning general session. He summarized some of the more important corrosion problems encountered in the gas industry and discussed situations where adequate design and use of the proper materials and equipment will result in favorable corrosion performance.

At the same session, Charles A. Chayne described "Engineering at General Motors." He is the vice-president in charge of that firm's engineering staff.

Speaking on "House Heater Service," C. S. Hazel of the Philadelphia Gas Works said that "experience has shown that a firm policy of requiring heating equipment of the best quality has been more than justified in promoting good customer and dealer relations because of longer lasting equipment, better service and lower maintenance cost.

"Service is not complete until it is as-

sured that every appliance is so maintained that gas is utilized to the full capacity of its effectiveness and economy, and most of all, that the customer is perfectly satisfied with the kind of service rendered."

The report of the Committee on Standard Determination of Meter Capacities for Diaphragm Type Positive Displacement Meters was given by its chairman, Charles T. Collett, National Bureau of Standards.

"Limitations in Design Trends of Gas Transmission Lines" was the subject of a paper by George Banta of Battelle Memorial Institute. He discussed the necessity for highest quality welding procedures, using materials that correspond to the pipe being joined. Careful inspection and quality control should be exercised during manufacture of the pipe.

In a paper devoted to "Appliance Servicing as Affected by Varying Gas Conditions," W. C. Peters, gas distribution engineer, Northern States Power Co., St. Paul, Minn., emphasized the importance of close inter-departmental coordination. "The closer coordination that is maintained between the divisions responsible for quality, purification, pressure control, gas conditioning and safety, the better the end product should be. Utilization can do its part by keeping production and distribution informed as to how the finished product is coming off the assembly line. Frequent staff meetings by the heads of the three divisions, under the guidance of chief of operations, should assure that effort is placed where most needed and where it will secure the desired results."

"The rapid increase in the general level of transmission and distribution pressures calls for examination of past practices and a study of the fundamentals

involved in designing gas piping for bridges," said Edgar G. Watkins, division engineer, distribution structures division, Consolidated Edison Co. of N. Y., Inc. "In the design and installation of a gas main, a fundamental and probably the most important principle is that the stress in the pipe must be kept within tolerable limits."

In a bridge installation "the stresses introduced by the external forces arise from such factors as live load from surface vehicles, vibration, earth load, method of support, temperature changes and the configuration of the pipe. These external forces, which are not of the same magnitude for underground and aboveground installations, can usually be minimized by proper design," explained Mr. Watkins.

The experience of his company in lining chimneys into which gas house heating equipment is vented was presented by Daniel L. Drake, superintendent of fitting department, Consolidated Gas Electric Light & Power Co. of Baltimore. Listed by Mr. Drake among the highlights developed from the company's program were the findings that:

"1. The need for flue liners in chimneys varies in different localities and depends upon the prevailing climatic conditions, the construction of the chimneys generally found in the area, and what is probably a combination of the two, the need for liners indicated by experience.

"2. In those areas where condensate problems are encountered in unlined chimneys, flue lines become almost a must in the installation of gas heat.

"3. Numerous chimney lining materials have been used successfully in various cities. The outstanding preference is for a tile lining at the time of chimney construction.

"4. The most popular materials for chimney liner installations in unlined chimneys are corrosion resisting metals which are now generally on the list of materials prohibited for such use.

"5. Some type of substitute material must be found for use as chimney liners in those areas where they are required. Possibly one of the non-critical materials being currently used by one of the reporting utilities may be the answer. If such materials cannot be obtained, then we must seek new corrosion resistant materials not on the critical list."

Charles L. Woody, corrosion engineer, United Gas Corp., Houston, presented the "Economics of Steel Service Pipe Protection." In a study of the economy of protecting service lines with the most practical coating plus cathodic protection, Mr. Woody reported that it was found that "if complete protection had been applied at the time the 281 services were installed, 41 corrosion leaks would have been prevented in the first 15 years and the piping would have been in as good condition at the end of 15 years as when installed. The estimated cost of protecting these services for 40 years at the time of installation is \$3,153. It follows that if the repairing of these leaks plus the cost of gas loss was greater than \$77 per leak, complete corrosion mitigation would have paid for itself in the reduction of leaks alone in the first 15 years of operation; or, if the cost of leak repairs plus unaccounted-for gas was greater than \$0.29 per service year during the first 40 years, the protection would have paid for itself in leakage reduction costs. From the leakage expectancy curve determined from actual experience, 1,190 leaks would be expected within the first 40 years. On the basis of \$2.75 per leak repair, complete corrosion mitigation would have paid for itself in reduction of leaks alone."

"Several economic advantages can be realized if the corrosion control program begins with the initial design of the pipeline," advised O. W. Wade, corrosion engineer, Transcontinental Pipe Line Co., Houston, in a paper devoted to the "Soil Resistivity Instruments and Measurements." He pointed out that special pipeline coatings and insulating joints, which can be included in the original construction, would be economically prohibitive after the line has been placed in service. "In the analysis of all soil corrosion problems and the design of facilities for soil corrosion mitigation,

the soil resistivity must be considered. All soils are corrosive as indicated by the varying values of resistivity which are an index to the different chemical concentrations in solution."

In a paper entitled "Training Meter Shop Employees," James W. Chrisman, The East Ohio Gas Co., emphasized the importance of educating employees to compensate for turnover and to meet foreseeable increases in the number of meters. He described the procedures his company uses to train a meter shop employee to attain the rating of a first-class repairman.

Fourteen off-the-record luncheon conferences, and three open morning conferences were devoted specifically to the problems of various sections and committees. The Monday Motor Vehicles Committee luncheon conference was presided over by W. E. Albright, The Philadelphia Gas Works Co., and chairman of that committee. Progress reports of subcommittees were made by: C. S. Funk, Northern Indiana Public Service Co., "Relative Merits of Compartment Heaters"; L. C. Alexander, The Cleveland Electric Illuminating Co., "Basis for Comparing Operating Statistics"; D. K. Wilson, Niagara Mohawk Power Co., "Use of Oil and Grease Filters"; H. J. Chambers, "Simplified P. M. System and Contract Maintenance of Vehicles"; W. W. McCartney, "What Tools Should Be Furnished to Mechanics Free and Problems Involved"; Linn Edsall, Philadelphia Electric Co., "Centralizing Responsibility for Selection of Automotive Equipment"; and E. W. Jahn, Consolidated Gas Electric Light & Power Co. of Baltimore, "Standardization of Accident Forms."

Following the reports of subcommittees, E. J. Graham, Public Service Co. of Colorado, reported on a new card system whereby vital information can be made readily available. This was followed by a report by R. O. Babcock, Consolidated Edison Co. of N. Y., of a study regarding exchange of information with other gas associations.

During the Tuesday Motor Vehicles luncheon conference presided over by S. G. Page, Duquesne Light Co., a paper and a movie on "Construction Methods and Equipment" were given by H. W. Richardson, editor, *Construction Methods*.

This was followed by E. J. Gay, Thompson Products, Inc., and E. C. Paige, Ethyl Corp., who discussed means

of lengthening valve life in automotive and stationary engines. They classified the various factors which affect valve durability as engine design, operation and maintenance. They enumerated conditions to look for while seeking the causes of valve failure, the important points to inspect and the maintenance measures to follow.

D. K. Wilson, Niagara Mohawk Power Co., and chairman Subcommittee on Fuels and Lubricants, presided at the Wednesday morning Motor Vehicles Conference.

Tracing the historical development of the rubber industry in the United States, and noting its use of a natural gas product, G. M. Sprowls, The Goodyear Tire & Rubber Co., spoke on "Rubber and Factors Affecting Tire Mileage."

Progressing through descriptions of the new synthetics and an evaluation of their rising importance against our declining stockpile of natural rubber, he listed five major factors affecting tire mileage. "Differences in mileage secured from various vehicles . . . may be due to one or a combination of the following: surface of roads; curves and grades; driving habits; adequate size of tire and rim; and tire maintenance practices."

Stephen Johnson, Jr., Bendix-Westinghouse Automotive Air Brake Co., dealt with "Brakes and Braking Performance on Automotive Vehicles." Without the aid of modern braking systems, he said, heavy duty transportation of freight with faster and more frequent service would be impossible.

The Wednesday Motor Vehicles Committee luncheon conference was presided over by Linn Edsall, Philadelphia Electric Co., and chairman, A.G.A. Subcommittee on Vehicle Selection, Utilization and Retirement.

L. E. Wells, Electric Storage Battery Co., addressed this Motor Vehicles luncheon conference on "More Miles for the Battery Dollar." He detailed the things to look for in selecting a battery for each specific use, and urged fleet operators to study their program with these facts in mind. He also advocated frequent checking of batteries as a means of improving capacity and lengthening service life.

There followed a paper on "Safety in the Maintenance Shop," presented by E. W. Jahn, Consolidated Gas Electric Light and Power Co., of Baltimore, and chairman, Subcommittee on Safety and Safe Practices. This was followed by a

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film showing "Safety Devices and Applications in Shops."

After the film, five discussion topics were taken up. Included were: "Undercoating: Types Available and Extent of Application," by R. O. Babcock, Consolidated Edison Co. of N. Y., Inc.; "Comparison of Repair Pits vs. Lifts," by M. C. Alves, Union Electric Co. of Missouri; "Towers, Ladders and Crows' Nests," by R. M. Cregar, Public Service Electric and Gas Co.; "Recapping Practices," by S. M. Foeller, Michigan Consolidated Gas Co.; and "Lighting Equipment Hauled at Night," by A. E. Dible, Equitable Gas Company.

The Thursday morning Motor Vehicles Committee conference had R. O. Babcock, Consolidated Edison Co. of N. Y., Inc., and vice-chairman, A.G.A. Motor Vehicles Committee, wielding the gavel. A paper, "Selection and Application of Winches and Allied Equipment," prepared by H. J. Troche and B. A. Cooper of the J. H. Holan Corp., was read by Mr. Troche. A film was shown of the "Automotive Equipment used on the Consolidated Edison Co. of N. Y. System." This was followed by four discussion topics: "Dynamometers and Their Value on Maintenance Work," by Ken Scantling, Equitable Auto Co.; "Windshield Wipers and Washers," by O. H. Crowe, Atlanta Gas Light Co.; "Water Filters for Cooling Systems," by P. W. Rogers, The Ohio Fuel Gas Co.; and "Mechanical Equipment for Washing Vehicles," by R. Hamel, Cleveland Electric Illuminating Company.

Two luncheon conferences were conducted by the Subcommittee on Construction and Maintenance. They were presided over by F. H. Bunnell, Consumers Power Co., subcommittee chairman, and H. M. Blain, New Orleans Public Service, Inc., vice-chairman. The Monday luncheon conference heard R. E. Du Vall, The Peoples Natural Gas Co., describe the latest in "Pressure Control Devices." There followed a paper on "Maintenance of Construction Tools and Equipment," by Stephen C. Brophy, The Peoples Gas Light and Coke Company. "The Hidden Hazards of Underground Construction" were described in detail by Robert W. Cornwell, Michigan Consolidated Gas Company.

The Wednesday Construction and Maintenance luncheon heard M. E. Malone, Consumers Power Co., describe "Methods of Installing Bell Joint Clamps."

Two luncheon conferences of the Subcommittee on Meters and Metering were presided over by Gilbert Estill, Oklahoma Natural Gas Co., subcommittee chairman, and H. S. Houghton, Michigan Consolidated Gas Co., vice-chairman. The Monday luncheon conference heard a panel discussion on "Meter Problems to be Overcome When Converting to Natural Gas," over which Gordon G. Dye, Southern California Gas Co., presided. Panel members were Ralph D. Davis, Long Island Lighting Co., and Joseph T. Stine, Jr., New Orleans Public Service Inc.

Other papers presented at the luncheon included: "Testing Large Capacity Meters on Customer Premises by Low Pressure Prover, Critical Flow Prover, Etc.," by B. F. Worley, United Gas Corp.; and "The Tendency of Average Error per Meter To Move Towards Fast Side," by H. S. Houghton, Michigan Consolidated Gas Company. Also given was the "Report of Committee on Meter Repair Manual Revision," by George K. Bachmann, Public Service Electric and Gas Co., and "Report of Committee on Standard Determination of Meter Capacities for Diaphragm Type Positive Displacement Meters," by Charles T. Collett, National Bureau of Standards. A. C. Bateman discussed "Meter Fundamentals."

The Wednesday Meters and Metering luncheon conference featured a roundtable discussion on meters. James Webb, Consolidated Edison Co. of N. Y., Inc., was discussion leader, while panel members were: G. E. Griffin, The Brooklyn Union Gas Co.; E. L. Becker, Citizens Gas and Coke Utility; I. G. Anderson, The Peoples Gas Light & Coke Co.; R. F. Diehl, Laclede Gas Co.; and T. J. Hill, Equitable Gas Company.

The Corrosion Committee conducted two luncheon conferences and one morning conference. A. D. Simpson, Jr., United Gas Corp., committee chairman, and W. J. Schreiner, The Cincinnati Gas and Electric Co., vice-chairman, presided at each of them. At the Tuesday luncheon, M. C. Miller, Ebasco Services, Inc., was moderator of a round table discussion on the "Coordination of Cathodic Protection Efforts." Discussion leaders were O. W. Wade, Transcontinental Pipe Line Co.; N. P. Peifer, The Manufacturers Light and Heat Co.; F. E. Kulman, Consolidated Edison Co. of N. Y., Inc.; H. W. Wahlquist, Ebasco Services, Inc., and A. H. Cramer, Michigan-Wisconsin

Pipe Line Company.

The Wednesday Corrosion luncheon conference was devoted to "General Corrosion Problems—150 Problems and their Solutions."

Two luncheon conferences were held by the Customer Service Subcommittee. G. B. Johnson, Minneapolis Gas Co., subcommittee chairman, was ill and J. G. White, The Peoples Gas Light and Coke Co., vice-chairman, presided. Discussion topics at the Tuesday luncheon included: "Service Hints and Aids," by John Gagen, Consolidated Edison Co. of N. Y., Inc.; "Training Costs and Do They Pay," by Kenneth Young, Metropolitan Utilities District; and "A. G. A. Appliance Requirements," by Frank E. Hodgdon, A. G. A. Laboratories.

The Thursday Customer Service luncheon heard E. F. Hart, Boston Consolidated Gas Co., and J. H. Dennis, Long Island Lighting Co., speak on "Safety of Appliance Installation and Operation." There followed a panel discussion of "Methods of Receiving and Dispatching Service Calls to Field Forces," participated in by E. H. Davis, The Ohio Fuel Gas Co., W. W. Gillis, Washington Gas Light Co., and W. M. Hawkins, Laclede Gas Company.

Two luncheon conferences were conducted by the Subcommittee on Distribution Design and Development. Karl E. Schmidt, Michigan Consolidated Gas Co., subcommittee chairman, and George D. Mock, Washington Gas Light Co., presided. W. P. Dick, United Fuel Gas Co., spoke at the Tuesday luncheon on "High Pressure Regulator Settings." A forum led by A. B. Lauderbaugh, The Manufacturers Light and Heat Co., and including Philip Best, Thermex Corp., W. E. Almquist, Blaw-Knox Co. and Prof. L. T. Bissey, Pennsylvania State College, discussed dust, its causes, removal and prevention in mains.

The Thursday Distribution Design and Development luncheon conference heard a panel discussion of "Present Practices in the Use of Pressure Control and Relief Devices," led by L. C. Carter, United Gas Corp., W. F. Goffe, Jr., Equitable Gas Co., and H. A. Hoehne, Central Illinois Light Company. B. E. Hunt, Institute of Gas Technology, then spoke on the "Use and Application of the Distribution System Calculator." The electrical-analogy method of analysing the performance of pipeline networks was described in a paper by Professor Malcolm S. McIlroy, Cornell University.

Residential

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With Raymond Little, general sales manager, Equitable Gas Co., presiding, the Tuesday morning session was launched with a challenging talk on refrigeration by David K. Patterson, sales promotion manager, Servel, Inc. It is squarely up to the gas industry whether it wants to retain and build a gas refrigeration load, Mr. Patterson said. Three million gas refrigerators now in operation are bringing \$40 million in annual revenue. In addition, if the refrigerator load goes by default, the gas industry is in grave danger of losing the entire kitchen load, he declared. The only remedy, he said, is good old-fashioned, prewar selling. Salesmanship and leadership are the most wanted commodities in refrigeration promotion and will pay big dividends, he added.

Mr. Patterson advocated that utilities re-establish their merchandising leadership. Top management support is needed to provide the impetus necessary to reverse a downward trend in refrigerator sales. Many exclusive features in the gas refrigerator, plus conventional features, make it a fine selling product. Don't leave a vacuum in the gas kitchen business by selling the gas refrigerator short, Mr. Patterson warned in conclusion.

A highly profitable load awaits development of the gas incinerator business, John McElwain, The Peoples Natural Gas Co., chairman, A. G. A. Gas Incineration Committee, told the conference. The average gas-fired incinerator

uses about 1.5 Mcf per month and the average revenue added is between \$10.00 and \$12.00 per year per customer, he stated. With five A. G. A. approved incinerators on the market and a purchasing price of as little as \$100.00 each, all this appliance needs is a sales push, Mr. McElwain said.

As evidence of a successful selling job, Mr. McElwain pointed to the record of The East Ohio Gas Company. Dealers in this company's territory sold only 450 incinerators in 1949; in 1950, they sold 2,000, and in 1951 more than 8,000 units. As a result, this company has placed gas load on its lines totaling \$100,000 a year in gross revenue. There is a terrific potential business waiting to be developed in the sales of incinerators, Mr. McElwain added.

An inspirational and entertaining talk entitled "So You Think You're Slipping," by Dr. Edward McFaul, Chicago, brought the Tuesday morning session to a close. Clear away fears and hold a fire sale of the debris in your mental attic, was his advice. Think positively and appeal to the hungry ego of every human being and you will be a successful salesman, Dr. McFaul added. His final message was for sales managers to "get sales people on their tiptoes."

Sparked by questions from the audience, the Tuesday afternoon session opened with an informative panel discussion of dealer problems entitled "Pattern for Profit." Led by W. D. Williams, Public Service Electric and Gas Co., chairman, A. G. A. Dealer Sales Committee, the able panel consisted of:

Joseph G. Berwanger, The Ohio Fuel Gas Co.; Edward W. Hodgetts, The Cincinnati Gas and Electric Co.; Mary E. Huck, The Ohio Fuel Gas Co.; and Irving R. Jensen, The Peoples Gas Light and Coke Co., Chicago.

Keep the dealer gas minded, service minded and customer minded was the advice of the panel which pointed out that he can sell eight times as many appliances as the average utility salesman. National A. G. A. programs must be interpreted to the dealer, and he should be offered many special services, and shown how to make money. Further, the panel brought out, utilities must institute effective dealer programs if they are to capitalize on their tremendous potential selling power.

Two film presentations wound up the sales conference. The first was a newly developed training film "How to Sell a Gas Range," which showed a colorful case history of a successful sale to a reluctant buyer. It is available at \$15 per print from the "CP" Promotion Division, Gas Appliance Manufacturers Association, 60 East 42nd Street, New York 17, N. Y. The second film gave a dramatic picture of "A. G. A. Consumer National Advertising in Action." Prepared by McCann-Erickson, Inc., it shows how national gas industry advertising is developed and placed in the most effective channels.

At the end of each session, the appliance manufacturers sponsored two-hour friendship gatherings. The conference ended on a high note of optimism, based upon a return to grass roots selling.

Industrial and commercial

(Continued from page 23)

dustry good will, he said.

As a solution to this problem, Mr. Burchenal suggested legislation to enable the utility distributor to control the situation. "Give him the right to limit the installation of new gas-burning equipment; empower him to refuse to supply new installations which might jeopardize a continuous supply; and, finally, authorize and provide a special rate for large summertime gas users who have adequate standby equipment."

An inspirational primer on how to sell by Fred Smith, vice-president, The William Powell Co., Cincinnati, brought the Thursday meeting to a close. The most important thing in business, Mr. Smith declared, is the development of a sales personality. The common denominator

of great salesmen is the ability to project their personalities quickly. "Never try to sell a man until you first sell him your personality," was Mr. Smith's parting advice.

Featuring the social program was a "friendship room" reception by the gas appliance manufacturers, followed by a conference dinner and entertainment.

An illuminating hotel man's viewpoint of the gas industry was the lead-off feature of the Friday session. Albert Buenger, Sheraton-Gibson Hotel, Cincinnati, reported on a survey of 40 cities which showed that gas is used for all food preparation by more than 75 percent of the hotels and restaurants and that more than 90 percent use it for cooking. The survey also brought out that while gas was the preferred fuel, there was a surprising number of dissatisfied users. In most in-

stances, Mr. Buenger said, operators did not have service men capable of taking care of their own equipment, and adequate service was not always available from the gas company.

Mr. Buenger recommended a definite effort to improve service by (1) repair and maintenance of gas-using equipment; (2) education and training of hotel restaurant operators' employees in service and use of gas equipment; and (3) advisory service in the selection and purchase of new equipment, or use and application of new methods.

The next speaker, George W. Leidholdt, Central Indiana Gas Co., Muncie, echoed Mr. Buenger's recommendations. Speaking on "Our Best Sales Tool—Service," Mr. Leidholdt emphasized that service is just as important a buying ap-

(Continued on next page)

(Continued from preceding page)

peal to our commercial cooking customers as is the low original cost of the equipment and the low cost of upkeep. "We boast of the flexibility and controllability of gas. We say we have a thousand different speeds, and perfect temperature control. But those advantages lead to naught if we are not in a position to maintain our equipment to the user's satisfaction."

James J. Condon, The Peoples Gas Light and Coke Co., Chicago, told the conference that the gas industry needs expanded manpower to meet the sharp challenge of competitors in the industrial and commercial fields. "The key to the manpower problem," he pointed out, "is the expansion of the dealer contact group in our gas utilities." Mr. Condon went on to outline different competitive situations which require more frequent contact sales manpower to retain or capture the commercial cooking business for gas.

A particularly vulnerable spot, accord-

ing to Mr. Condon, is the hospital field, where "practically every new hospital in the planning stage today is specified electric." The primary reason for this trend, he said, is the absence of an organized program for the purpose of contacting dietitians.

Opening the final session, Clinton B. Cole, Rochester Gas & Electric Corp., explored the tendency of the gas industry to be content with "half a loaf" instead of the whole bakery business. Driving his points home by cutting up huge loaves of bread, Mr. Cole dramatically illustrated his thesis that "no gas utility in the country has more than partially developed the potential market of the retail bakeries." Since gas oven sales produce the largest revenue, he urged the industry to concentrate on them. By selling more ovens to more bake shops, he said, we can step up the number of bakeries from 25 percent users of gas to 60 percent or better. "In this way, we will realize an increase in revenue from about 75 cents to at least

\$2.00 of every \$100 in retail bakery store sales."

The lights and shadows of the commercial cooking competitive picture were described by Hayes S. Walter, American Gas Association commercial representative, in the concluding program feature. Citing inroads of competitors, Mr. Walter said "we have come to the realization that merchandise is not bought solely because of price. The constant repetition of the claims made by electrical equipment manufacturers are being imbedded more firmly in the minds of our customers and prospects."

To combat these claims and to expand the gas industry's important stake in this valuable commercial load, Mr. Walter said, A. G. A. and PAR promotional efforts are being multiplied. He described briefly the national advertising program, the "Proof of Profits" campaign, introduction of the publication *Flame Facts*, and other industry promotion being developed to meet competition.

Interest during building

(Continued from page 12)

cause such losses being certain with the investment of new money in the utility would discourage and hamper its growth and extension of service. The utility might have the required amount of funds in its treasury, but it would not be justified in using them for construction.

If interest were allowed on funds specifically borrowed for construction but not on the funds of the utility, the utility might be justified in borrowing new funds for construction and in using its own funds to pay dividends or to redeem other debt. It is not practical to distinguish between old and new funds in this respect.

An alternative which a few regulatory authorities seem to advocate is to include the cost of construction work in progress in the rate base. This becomes impracticable when a new (yet unoperative) utility starts construction, because there are no revenues from which to pay interest, or when an operating utility undertakes very great expansion of its physical plant in relation to its former plant. In such cases, fair return on investment during the construction period must be deferred.

It is evident from the foregoing that in the case of regulated utilities, the capitalization of "interest during con-

struction" does not represent merely the inclusion in plant account of some theoretical "interest" cost. Instead it represents the recording of a return on investment which must be deferred until the investment can produce revenues from which a return can be earned.

The distinction made between the use of borrowed funds and the utility's own funds is unjustified, and it is more equitable to permit capitalization of a fair return on the investment, regardless of source of funds. Rate regulation does not otherwise distinguish the sources of funds. There is no essential difference between borrowed and owned funds, and it must be realized that a corporate enterprise cannot borrow unless investors who are able and willing to assume the risks have committed equity funds which serve as a protection to the bondholders. In other words, the full cost is not expressed by either the nominal or effective rate on borrowed funds. The choice of capital structure does have some influence on cost per dollar of total capital, but when capital is borrowed the cost per dollar of total capital is not reduced by the difference between the interest rate and the over-all cost or return on capital.

At most, for the purpose of determining the amount to be capitalized, borrowed funds can only be recognized

and distinguished from the funds of the utility when the loan is earmarked for construction and the actual funds are segregated. There are relatively few cases where the funds are "borrowed" and can be allocated specifically to construction. Another provision which reduces the difference between the amount capitalized on borrowed funds and on the utility's funds is the provision that there should be capitalized the net cost of borrowed funds used for construction purposes. Although the effective rate on borrowed funds may be half of the rate of return, relatively more will be capitalized usually. All interest paid on borrowed funds during the construction period (net of amortization of discount, premium, and expense) will be capitalized. In contrast, the usual method of calculating "interest" on the funds of the utility so used limits the construction period.

On this basis, the rate to be used should represent an over-all fair return, and not specifically the cost of particular funds used. However, to the extent that a fair return is the weighted cost of money, that is, a rate necessary to attract the necessary investment funds, the distinction is moot. The rate which should be used is equivalent, if not equal to a fair rate of return.

The following quotation from *Public Utility Accounting* by Foster and Rodley may be cited as to the determination of

"cost of money":

"The measure of the appropriate rate of interest during construction is therefore the current cost per dollar of total capital to the enterprise. It is not, however, the experienced cost of the total capital that has been committed to the enterprise; the cost to be recognized is that of new and additional capital represented by securities in the form of a 'normal' and balanced capital structure. The costs of refinancing outstanding securities or of eliminating or revising existing contracts in order to give the company access to lower capital costs are not to be included for this purpose.

"The relevant and significant evidence of the current cost of capital is found primarily in investors' appraisals of either the outstanding securities of the enterprise or of the securities of other enterprises having generally similar risks and in the currently experienced financing costs. The current cost of capital must be imputed or estimated; the accounting records of the company are not sources of information generally useful for this purpose."

Practices vary considerably in the utility industry as to the type, cost, and duration of construction projects on which interest is capitalized, as indicated by the accompanying summarization of the practices of 153 electric utilities as set forth in answers to Item 4 on page 88 of annual reports to FPC for 1948.

Interest is normally not applied to expenditure for property ready for service when purchased such as meters, transportation equipment, office furniture and equipment, completed structures and operating systems. For the most part it is applied to work orders of at least 30-days' duration, although many companies capitalize interest only on jobs requiring more than 60 or 90 days for completion, and in some cases only in respect of major jobs of long duration and for which interest during construction exceeds certain minimum amounts.

The uniform practice of Bell System telephone companies, which represent the predominant part of that industry, is to capitalize interest at five percent on all construction jobs of over two-months' duration and costing more than \$5,000.

Obviously the principle involved in capitalizing a return on construction

expenditures is the same whether it is a large power plant project extending over a considerable period of time, or a job requiring but little outlay and of short duration.

It would seem that the considerations which should determine the size and duration of jobs on which such return should be capitalized must depend on the significance of amounts involved in relation to the accounting expense involved.

It is recognized that special situations exist which make it unnecessary to capitalize a return on construction funds. Some franchises either specifically prohibit the practice, or by their form of earnings regulation make it unnecessary.

The principal point involved is that a utility is entitled to a fair return on its funds employed during the construction period and in the ordinary case not covered by the exceptions cited, it must rely on capitalization of "interest" during construction to provide such fair return.

Rate regulation is neither retroactive nor continuous (except perhaps in rare instances of some form of "automatic" earnings regulation designed to provide a continuous fixed rate of return). Hence it may be impractical to assume that a return can be earned on funds invested in "work in progress" by including such amounts in the rate base in occasional, infrequent rate-making proceedings. By capitalizing interest, the utility establishes the return foregone as a part of future rate base, and thus retains the possibility of recouping such amounts out of future earnings.

The practice of non-regulated industries, in not capitalizing a return on proprietary capital used for construction, is a recognition that in their situation such practice would have no significance in determining actual income. In the case of regulated utilities, on the other hand, the practice is not only fully justified in principle but is generally necessary to assure a fair return to the investor.

Utility construction-interest capitalization practices

Interest rate	Number of companies							
	Minimum to which applied							Not stated
	Total	\$1,000 or less	\$2,500	\$5,000	\$10,000	\$25,000	Major projects	
6	62	43	1	4	3	2	2	7
6 company funds, actual rate on borrowed money	2	—	1	—	—	1	—	—
5 1/2	2	—	—	—	—	—	2	—
5	15	5	—	2	1	—	7	—
4.8	1	1	—	—	—	—	—	—
4 1/2	5	—	—	1	—	1	3	—
4	14	—	—	—	—	—	14	—
Cost of money	4	—	—	—	—	—	4	—
3 1/2	2	—	—	—	—	—	1	1
3.28	1	—	—	—	—	—	1	—
3 1/8	1	—	—	—	—	—	1	—
3	2	—	—	—	—	—	2	—
Under 3%	5	—	—	—	—	—	5	—
Cost of borrowed money	2	—	—	—	—	—	2	—
Substantial amount capitalized not explained	8	—	—	—	—	—	2	6
	126 (a)	49	2	7	4	4	46	14
None or insignificant amount capitalized	27	—	—	—	—	—	—	—
	153	—	—	—	—	—	—	—

(a) Five of these companies capitalized no interest in the years 1942 to 1947, inclusive; six none in the years 1942 to 1946, inclusive, and four none in the years 1942 to 1945, inclusive. Others capitalized no interest in certain years.

Sell the range

(Continued from page 6)

cook with gas at present. It's gotten so you have to hire a detective to find a home with an electric range.

Gas promotion plans have to recognize changing conditions in the building field. Today, 80 percent of the home building is in large operations. Near Philadelphia another Levittown is erecting 17,000 homes in one operation. The day of the small builder who put up two or three homes at a time and bought his ranges from the local dealer is gone. It's big business, today. The electrical people are right in there.

Gas promotion plans must recognize the importance of youth. That is the market of tomorrow. This industry cannot sustain itself on replacement business. The young people of today are going to be, or are not going to be, the big gas appliance market of tomorrow, depending upon the wisdom, forcefulness and persistency with which gas is sold to these teenagers who are growing up in electrical homes.

Last January, at the Pennsylvania Farm Show, Harrisburg, at our exhibit our representative reported as follows:—"We had a number of people who came in and said—'Oh, this is gas. I'm looking for electric.' Ninety percent of these people were young people."

In the last six years, there have been ten million brides. In the next six years, there will probably be ten million more.

"Accent on Youth" is a theme which the gas industry must develop intelligently and comprehensively. It requires a school program of greater scope than ever before. It needs planned work among such groups as Girl Scouts and 4-H Clubs. It calls for dealer effort of a different sort to lure young people in for demonstrations.

This is a teamwork job: Gas utility, dealer and manufacturer must all stand together in a united front. As a gas man,

first, last and always, I sometimes burn up at the faint hearts in our midst.

We have so many advantages, it's hard to know where to start. I recall presenting at the then Stevens Hotel in Chicago to the National Appliance and Radio Dealers Association, a demonstration of gas versus electric cooking. When I sat down, the chairman called for questions or rebuttals. Not one man spoke up, for the simple reason that there was no rebuttal to the superiority of gas. They could not refute our proofs.

Sometimes, I wonder what the electric range people would do if they had our features to advertise. Think what they'd do with a Lifetime Burner Guarantee; what they'd do with "Costs least to buy, least to install, least to maintain, least to operate." Think what they would do with smokeless flame broiling; with instant heat, and so on.

The questionnaires which we get from purchasers show us that 25 percent of their previous ranges were six to ten years old, 25 percent were 11 to 15 years old and 34 percent over 16 years of age.

The serious need for getting more of these antique ranges out of American homes, and replacing them with the beauty, efficiency and economy of a modern "CP" range, is obvious. There are an estimated twenty million of those old relics crying for replacement. What other industry has that many prime prospects?

And in addition to the sales points of beauty, efficiency and economy, jet ignition has just been brought to perfection and has had its first introduction to the public. This new PAR development has been talked about for some time. But the talking stage is over. And to introduce it to the public, The Philadelphia Gas Works, ourselves, other range manufacturers and 250 dealers have banded together in an all-out effort to put over this revolutionary new method of lighting a range. [See article on Philadelphia Gas Works promotion, elsewhere in this issue. Editor.]

Newspaper advertising is being used in a powerful way, supported by radio, television, car cards and general publicity. Department stores are backing us to the limit. Two hundred and fifty dealers are demonstrating jet ignition with ranges connected to gas on their sales floors.

A similar drive is also underway in Chicago.

This new development is big! It's exciting! It will put across modern automatic gas cooking as nothing else has. Gas cookery has needed something of this sort for a long time, and we're out to prove in Philadelphia in the next three months that this is it! Some mighty interesting figures should come out of this drive.

To promote and entrench gas appliances, we've got to grow taller!

We've got to grow taller so that we may increase our vision and see more distant horizons.

We've got to grow taller so that we may disdain petty quarrels and jealousies among ourselves, in order to concentrate our attack upon the main objective.

We've got to grow taller in order to see that every cheap range we sell is an indictment of the entire gas industry, and will remain one for years to come.

We've got to grow taller in order to see the need for joint effort on an Accent on Youth program, on a greatly expanded sales training program and on an accelerated advertising program which recognizes that gas ranges are sold all-year-round, not merely in Spring and Fall.

Above all, we've got to keep faith with the housewives of America in quality, price, performance and service.

Granted that vision, this great, one-hundred-year-old industry will march into a future far brighter than anything it has witnessed in the past, and companies like ours will be doubly proud of the small part they have been permitted to play in it.

Public utility

(Continued from page 10)

month because of the benefits which accrue. There is an insurance of \$1,000 given free to the employees and I found that the hospitalization plan was tops. It paid for the birth expenses of my two children. Then, too, a fair sick plan relieves me of worry when I should get

sick. I recall when I accidentally fell through some rotten steps in a home and sprained my ankle. The union president himself took me to the doctor and there was no loss of pay.

Since I am the type who feels that "all work and no play makes Jack a dull boy," I relish the social program of the utility. It means dances, bowling parties, basketball games, and other entertain-

ments. On my salary, I can afford a baby sitter and my wife and I take in these activities and they give life added flavor.

With all the other benefits, I can't overlook the clothing benefit. After I had become a two-year regular, the utility furnished me with a complete uniform. This included four shirts, two black shirts, two summer pants, two winter pants, one Eisenhower summer jacket,

one reefer, one winter hat, one summer hat and ties. The uniforms are a dark green gabardine material. My wife has to wash the shirts. But the company takes care of the other clothing, so I have freshly cleaned and pressed pants each week. They also repair the clothing. Naturally, my tools are furnished me without charge by the utility.

Since my job entails considerable responsibility, I make certain that each item is double checked on my report. Then, too, the utility has impressed us with an *esprit de corps* and I like it. I've tried in my tasks to impress the customer with the idea that the gas utility business involves considerable know-how which is brought into play each day.

Types of customers and jobs are different. In fact, each one is different and each one affords a challenge. Once I pick up my telephone receiver and send in the message, "East Side 4 completed—going to . . ." I may have a new adventure unfolding before me at the next job.

My radio truck gives me the feeling of always being on top of a needed repair job. I recall one day when I was told to hurry to a home. Fortunately, I was already in the neighborhood when the call was received. In five minutes I was at the person's home. The owners gaped at my sudden appearance.

Although I handle the radio truck, I must naturally handle routine matters constantly. So that one trouble shooter doesn't have to visit the slum areas constantly, my areas are shifted and rotated. I have found conditions in some areas bad enough to turn one's stomach. And yet people lived there. Pipelines were in serious condition and only my check up prevented an explosion. Generally only the approach of the winter months and the subsequent closing of windows and doors provokes the shout of "Gas!" When between 5,000 and 10,000 customers want you to start their furnaces at one time, the situation becomes slightly confused. However, I have faced that problem each year that I have worked with the utility. The utility finds it inexpedient to hire more men throughout the year because of the slower summer months. The only solution is overtime work, which of course brings me extra pay. Often I will come up with thirty hours' overtime pay for a month or less.

So that there is a fair distribution of night work, every man in my department

works eight weeks of the year on the four to midnight shift. This is a very busy time, particularly during winter months when men return home from work and find their furnaces not operating.

Occasionally, I have the customer who will call in many times, complaining about the presence of escaping gas. I will check the home once or twice and then the utility gets sharp with her. Often, the trouble stems from the woman living in a neighborhood where sewer gas is seeping into the mains. This happened not so long ago when a big chemical company dumped its refuse into the sewers. I was almost driven crazy moving from house to house by people who were certain that poison gas lurked therein.

With about sixty men in my department, I can pick up an extra day if I should have to work on a holiday. Then, too, I can get my two weeks' vacation. I have, through overtime and saving, been able to buy a lower-priced car. This enables the family and myself to take the vacation and forget our problems for awhile.

Winter months prove the most difficult for me. Since I must cover the entire city, this problem is magnified in a big snow. Biggest headache is to find the curb box locaters, called "bugs" in the winter months. They must be found in order to shut off the gas and usually they are hidden in the hard-frozen ground, which means considerable snow shoveling.

I will never forget my work during the big snow of last year. I happened to be on the 4-to-12 shift. I never realized as I went on that shift that the true public service of a utility would come to the fore as it did that night and I was proud to be a part of it.

I was returning to the shop through the hard-falling snow. Over the two-way telephone came the message, asking me if I would work a little longer since many people needed help with their furnaces. I continued on with the jobs until I noticed that it was 3 a.m. I was plenty weary, but the main office asked for "just a few more jobs." By 4 a.m. I was driving along with a helper about fifty feet from the lake, blinded by the furious snowstorm. A woman was freezing in her home near by, unable to start her furnace.

There were no chains on my truck and I was, for all practical purposes, lost. I asked the main office to guide me toward

the woman's house. Through a three-way conversation, I was able to drive toward the house. Suddenly as I started toward the house on which a porch light was glowing, I noticed that I was riding over some humps and then I realized that I was driving over the neighbors' lawns. The swirling snow had practically obscured everything. My helper and I struggled into the house and in twenty minutes had the furnace going.

Realizing that we could never return along the ordinary route, and warned by the telephone that we should take another road, I plowed the truck through drifts which often reached the handle of the truck door. Streetcars on all sides were stalled but I continued to move along, evading the higher drifts as much as possible. Finally I reached my office. It took fifteen minutes to walk from the driveway into the office.

At the office, I found that many other trouble shooters were marooned. Scores of harried home owners were calling in, asking for help with their furnaces. Personal help was impossible but scores of home owners were able to start up their furnaces through explanations over the telephone. However, I must say that no more difficult task confronted me than explaining the operation of a furnace to a home owner. To top off the snowstorm, one of the men had a heart attack and I managed with three other trouble shooters to carry him to a hospital near by, despite the blizzard proportions of the storm.

People are often worried about the gas pressure in their homes. I always test the gas pressure of ten ounces for ten minutes. The normal gas pressure in a home is six ounces. This explained to the home owners brings a sigh of relief.

Naturally I prefer to handle jobs in homes. Factories are often a headache for I must spend a half-hour tracking down someone who might know what the problem might be.

I don't think I will ever want to change my job to another field. The gas utility has brought security into my small family. It brings me 40 percent discounts on appliances, and it has produced a certain feeling of well-being for me. It is a huge outfit and yet, as I mentioned, a big, warm heart seems to beat within it.

White Collar Men

● One who carries his lunch in a brief case instead of a pail.—*Boston Globe*

Accounting

(Continued from page 19)

Mr. Short's procedure, by assigning work order costs to primary plant accounts and property record units on predetermined bases which do not require detailed time keeping and detailed segregation of initial cost media.

M. B. Romeiser, of Niagara Mohawk Power Corp., detailed the manner in which his company had simplified the accounting procedure for "mass property" which is composed largely of many small or similar items. By dividing the service area into zones and political subdivisions and reducing the amount of information kept regarding each mass item, the accounting task has been reduced.

The clearing of the work in progress account to the plant in service account on completion of work in the field is a program of determining the cost of the units of property installed, according to H. M. Allen, of the Cities Service Gas Company. Mr. Allen described the program as a systematic assembly of costs, a reconciled control with the general books and the mechanics of the clearing entry.

John W. Wendel, of the Tennessee Gas Transmission Co., presented a study of his firm's machine accounting procedure for station addition projects. An accounting coding system has been devised to facilitate accumulation of costs by projects, states, locations, building and property units, in order that plant accounting records can be used to prepare reports for the operating, engineering, tax, insurance, treasury or other departments as required.

J. F. Preish, of the Michigan Consolidated Gas Co., and E. D. King, of The Detroit Edison Co., presided.

The depreciation accounting session heard A. H. Kuhn, of the Pioneer Service and Engineering Co., say that the confusion and misunderstanding that has dogged the subject of utility depreciation can be avoided if the principles of "value" and accounting for "cost" are kept separate. "As depreciation accounting studies are made from time to time," Mr. Kuhn said, "it must be borne in mind that such studies are based on currently available statistical facts coupled with engineering analysis, judgment and forecasts of future probabilities, and it would be a rare coincidence if the results were identical with the accounting records."

Weldon Powell, of Haskins and Sells, made some observations as a public accountant about the certification of depreciation. "For some years now nearly every utility has been providing currently amounts which would satisfy depreciation requirements even if they do not purport to do so," he said. "In some cases the provision has exceeded the requirements of even the most conservative (straight-line) basis, the intent being to build up an existing reserve accumulated on a retirement basis."

B. A. Morse, of the Southern California Edison Co., addressed the meeting on recent developments in depreciation practices in California. M. R. Scharff, consultant, reviewed what the courts and commissions said about depreciation in 1951.

G. T. Logan, of the Philadelphia Electric Co., presided at the meeting.

During the conference, the plant accounting and depreciation accounting groups held a joint session to discuss mutual problems.

The form was conducted in panel form, with H. R. Flanagan, of the Philadelphia Electric Co., serving as moderator.

Plant accounting members of the panel included: W. G. Pilgrim, of The Peoples Gas Light and Coke Co.; E. S. Higgins, of the Washington Gas Light Co.; A. L. Davies, of the West Penn Power Co.; L. W. Robinson, of the Consumers Power Company.

Depreciation accounting members of the panel included: Alex. E. Bauhan, of the Public Service Electric and Gas Co.; C. N. Rice, Jr., of the Northern States Power Co.; Paul K. Read, of the New York State Electric and Gas Corp.; L. E. Worley, of Southern Services, Inc.

The taxation accounting session heard an address on the subject of employee's stock options by A. H. Dean, of Sullivan & Cromwell.

Ira M. Avent, of the United Gas Corp., spoke on the subject of tax "loopholes," a word which he explained was the label used by various pressure groups or individuals who wanted to have the tax laws changed. Mr. Avent specifically went into the matter of depletion deductions, pointing out that if they were erased, production costs of all fuels would rise and utility costs dependent on the fuel factor would have to rise as well.

In combination utility companies, it is the practice to allocate taxes between utility departments on several bases, it

was pointed out by S. J. Schiml, of The Dayton Power & Light Company. A problem arises, however, when one of the departments shows a loss during the year and the basis for allocation is net income, Mr. Schiml said. It would seem that a tax credit should be allocated to such a department and yet the NARUC has ruled that it is not permissible to assign negative amounts to departments.

W. S. Alt, of the Union Electric Co. of Missouri, presented to the session a review of recent court decisions.

A report on the amortization of emergency facilities by utilities as opposed to the so called normal annual depreciation credits was made by William H. Harrison, Jr., of the Potomac Electric Power Company.

J. K. Polk, of Whitman, Ransom, Coulson & Goetz, discussed ramifications of the Dixie Pine Products case. R. M. Campbell, of Consolidated Natural Gas Co., reported on current problems in settling natural gas cases.

Presiding over the session were B. P. Smith, of Texas Eastern Transmission Corp., and L. F. Scholley, of The Cleveland Electric Illuminating Company.

The internal auditing section heard an address by J. B. Jeming, consultant, on the application of scientific sampling methods to audits.

C. J. Nichols, auditor of the Consolidated Gas Electric Light and Power Co., gave an objective analysis of the responsibilities of the internal auditor. "The evolution of internal auditing," he said, "has been toward placing diminishing emphasis on the analysis of ledger accounts and examination of supporting documents and devoting increasing effort to the area of measuring the efficiency of personnel and departmental performance."

Operational audits will repay a company many times, R. T. Hansen, of the Citizens Gas and Coke Utility, stated. While a financial audit looks at the balance sheet, the operational audit examines the procedures and physical operations behind the figures. The statistics often show to the trained eye a shadow of approaching events, but they must be examined from a management viewpoint, Mr. Hansen claimed, and the question must be asked: "Is the job necessary and are we doing it the best way?"

Once the auditor has his information he is faced with the problem of reporting it and this subject was discussed in a report made by H. R. Symes, assistant

auditor of The Detroit Edison Company. Such reports are essential, Mr. Symes pointed out, if only because they are one of the principal means by which management determines the professional status of the internal auditor and measures the efficiency of the auditing department.

While a study of case histories shows that internal auditors have been doing a good job in holding down the incidence of frauds and embezzlements, it has been only at the price of continual vigilance, according to a report of J. C. Meyers, of the Union Electric Co. of Missouri. "Even a casual study will reveal that the human element in any business is weak, and likely to go astray if opportunities to do so are numerous," he said. "Internal auditing has a great psychological effect upon the employees subject to review and can be an excellent fraud preventative."

A work shop panel meeting was held with the following participants: W. T. Hofstetter, of The Peoples Gas Light and Coke Co.; W. L. Schoonmaker, of the Public Service Electric and Gas Co.; J. D. Hogan, of the Michigan Consolidated Gas Co.; G. A. Lee, of the Potomac Electric Power Co.; L. D. Brumit, of the Florida Power Corp.; A. I. Russak, of The Cincinnati Gas & Electric Company.

E. R. Mellon, of the Washington Gas Light Co., and W. T. Hamilton, of The Cleveland Electric Illuminating Co., presided over the session.

With N. W. Wade, of the Memphis Light, Gas and Water Division, and J. F. McCahon, of the Philadelphia Electric Co., presiding, the accounting employee relations committee conducted a round table discussion. Participating in addition to the leaders were: J. D. Elliott, of The Detroit Edison Co.; J. E. Glines, of the Michigan Consolidated Gas Co.; R. W. Brown, of the Niagara Mohawk Power Corp.; E. R. Eberle, of the Public Service Electric and Gas Co.

The customer activities group heard a talk by O. R. Williamson, of the Kentucky Utilities Co., entitled "Are We Doing Half as Well as We Know How?" Mr. Williamson pointed out that "in a very real sense, we are cancelling out the work of our engineers, rate makers and financial men unless we treat the customer decently and have him feel he is getting decent treatment."

The costly importance of skipped meter readings, instances where the meter reader cannot gain access to the me-

ter on his first visit, and methods abating the problem were described by W. M. Penfield, of the Public Service Electric and Gas Company.

T. C. Eickmeyer, of the Dayton Power & Light Co., discussed a project on "Determination of Collection Policy." Such a policy must protect the company's revenue from undue losses from bad accounts, Mr. Eickmeyer said, but at the same time must promote good will between consumer and company. The policy must be based on statistical data compiled from each company's own records, he added, and that is the only sane approach to the matter.

With L. R. Quad, of Public Service Electric and Gas Co., as moderator, the session heard a panel discussion of one of the most permanent questions in office procedure: "To File or Not to File?"

C. J. Berner, of the Wisconsin Electric Power Co., held that the service location file was a blessing. G. S. Coates, of the Southern Counties Gas Co. of California, termed the same file a "sheep in wolf's clothing" and urged its removal.

Hugh M. Fitzpatrick, of the Michigan Consolidated Gas Co., outlined the benefits to be derived from a customer history file. A. H. Mayer, of the Consolidated Edison Co. of N. Y., Inc., maintained that such a file was unnecessary.

In the field of customer accounting, J. H. W. Roper, of the Washington Gas Light Co., and R. G. Schneider, of the Virginia Electric and Power Co., were on opposite sides of the question about whether or not to file.

F. J. Porter, Jr., of the Consolidated Edison Co. of N. Y., Inc., presented a progress report of the subcommittee on electronic accounting machine developments. The report pointed out that there is much that is potentially useful to accountants in this "new and exciting equipment."

J. Gordon Ross, of the Rochester Gas and Electric Corp., and John C. Faris, of the Union Electric Co. of Missouri, presided over the session.

The joint customer accounting committees heard H. W. Greenhalgh, vice-president of the New England Power Service Co., describe the menace of creeping socialism in the industry in a talk entitled: "It's Later than You Think." Mr. Greenhalgh held that "James Watt, the inventor of the steam engine, and those who followed him in the competitive struggle to make a better engine and sell it for less, did more to

take women out of the coal mines, off the towpaths of the canals, more to take children out of factories than all of the socialists, communists and politicians of the world combined."

Whether customer accounting should be done in a central office or at the office which serves the customer is not a yes-or-no question. Since the fall of 1950, a committee has been assembling data to build up a checklist of the factors that should be considered in such a decision. The results of a questionnaire answered by twenty-three companies were reported by Allen B. Wilson, of Georgia Power Company.

"Meeting the Manpower Shortage" was the topic of R. A. Krauss, of the Cleveland Electric Illuminating Company. Mr. Krauss' group had studied 35 utility companies and found the local labor market in 16 cases was described as highly competitive. A year ago, the study had indicated such a condition in 20 of the 48 companies reported. Mr. Krauss outlined what might be expected in the immediate future and what utilities could do to safeguard their manpower reserves.

The second and final report of a project committee on the subject of operations involved in the handling of cash was given by A. G. Neumann, of the Wisconsin Electric Power Company. Mr. Neumann described three separate procedures for the mechanical sorting and posting of cash stubs and listed the factors which must be considered in evaluating such systems. A. C. Haake, of the Peoples Gas Light and Coke Co., brought up to date the first report of the committee which he presented in Chicago last year describing the mechanized cash posting plan then being considered by his company.

A progression plan for meter readers was outlined by G. F. Higgins, of The Detroit Edison Company. A report of the committee on customer accounting methods and equipment titled "Disconnection (Final Bill) Procedure" was presented by F. W. Phelps, of Union Electric Co. of Missouri, and E. H. Martinson, of Ebasco Services, Inc.

C. B. Kull, of Central Illinois Public Service Co., stated that the committee's directory of customer accounting methods and equipment issued in 1950 had been well received and was being used by management as well as accountants in the industry. He said a revised di-

(Continued on page 55)

New A.G.A. members

Service companies

General Gas Conversion Contractors, Bryn Mawr, Pa.
(James E. Brinkley, gen. mgr.)

Associate companies

Edward Falck & Co., Washington, D. C.
(Edward Falck, owner)

Manufacturer companies

A. L. M. Manufacturing Co., North Hollywood, Calif.
(Avy L. Miller, owner)
The Beaton & Cadwell Manufacturing Co., New Britain, Conn.
(R. H. Hubbard, treas.)
Besler Corp., Emeryville, Calif.
(J. B. DeWitt, vice-pres.)
Davey Compressor Co., Kent, Ohio
(J. T. Myers, vice-pres.)
Irvington Boiler & Steam Engine Works, Inc., Irvington, N. J.
(Herbet Otten, pres.)
Orr & Sembower, Inc., Reading, Pa.
(J. F. Keeler, vice-pres.)
Palm Manufacturing Co., South San Francisco, Calif.
(Richard T. Jordan, pres.)
Thermo-Products, Inc., North Judson, Ind.
(Hubert M. Pugh, engr.)
Unit Stove & Enameling Co., North Birmingham, Ala.
(Elmer E. Logan, pres.)

Individual members

John C. Abram, Southern California Gas Co., Van Nuys, Calif.
Harry A. Abrams, John Wood Co., Conshohocken, Pa.
George A. Absher, Southern California Gas Co., Los Angeles, Calif.
John E. Albers, Southern California Gas Co., Los Angeles, Calif.
Charles W. Ambler, Jr., American Zinc, Lead & Smelting Co., East St. Louis, Ill.
W. K. Amonette, International Business Machines Corp., Denver, Colo.
Parker S. Anderson, Michigan Consolidated Gas Co., Detroit, Mich.
Armand Andris, Michigan-Wisconsin Pipe Line Co., St. Joseph, Mo.
Ronald O. Ankarborg, Michigan-Wisconsin Pipe Line Co., Big Rapids, Mich.
Gordon C. Annis, Michigan Consolidated Gas Co., Detroit, Mich.
E. L. Anthony, The Gas Service Co., Independence, Mo.
Lester L. Armstrong, Commonwealth Natural Gas Corp., Richmond, Va.
Joseph C. Arnold, Milwaukee Gas Light Co., Milwaukee, Wis.
Horace T. Ayers, Washington Gas Light Co., Washington, D. C.
C. L. Baker, Southern California Gas Co., Los Angeles, Calif.
Richard L. Banks, Southern Counties Gas Co., Santa Monica, Calif.

Paul J. Bardeen, Wisconsin Natural Gas Co., Racine, Wis.
Alfus E. Barham, General Gas Conversion Contractors, Bryn Mawr, Pa.
Morton Bermann, The Brooklyn Union Gas Co., Brooklyn, N. Y.
J. C. Bolden, Tri-State Mfg. & Eng. Co., Indianapolis, Ind.
Charles Bolton, The Connecticut Power Co., Hartford, Conn.
Elmer K. Brandt, Equitable Gas Co., Braddock, Pa.
Robert Broadhurst, The Brooklyn Union Gas Co., Brooklyn, N. Y.
Charles E. Bulloch, A. O. Smith Corp., Kankakee, Ill.
A. M. Butler, Equitable Gas Co., Pittsburgh, Pa.
B. F. Byron, International Business Machines Corp., Chicago, Ill.
John A. Callahan, Milwaukee Gas Light Co., Milwaukee, Wis.
Roderick T. Camp, Institute of Gas Technology, Chicago, Ill.
Marvin E. Castleberry, City Utilities of Springfield, Springfield, Mo.
William Chadwick, Norwalk Valve Co., Los Angeles, Calif.
Malcolm M. Chesney, Jr., The Brooklyn Union Gas Co., Brooklyn, N. Y.
Monte S. Christie, Southern Counties Gas Co., Santa Paula, Calif.
Weimar L. Christman, Michigan Consolidated Gas Co., Detroit, Mich.
Harold G. Clark, Southern Counties Gas Co., Compton, Calif.
William R. Clark, Michigan-Wisconsin Pipe Line Co., Plainfield, Ill.
Philip A. Clarke, Northwestern Utilities, Ltd., Edmonton, Alta., Canada
H. B. Conner, Equitable Gas Co., Pittsburgh, Pa.
John A. Cordano, Jr., Southern Counties Gas Co., Los Angeles, Calif.
Harold N. Cox, The Brooklyn Union Gas Co., Brooklyn, N. Y.
Stephen Crum, Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.
J. S. Culligan, Iowa-Illinois Gas & Electric Co., Davenport, Ia.
C. Clarke Deaver, Consolidated Gas Electric Light & Power Co., Baltimore, Md.
Joe C. Darrow, Lone Star Gas Co., Fort Worth, Tex.
James W. Decker, Southern Counties Gas Co., South Laguna, Calif.
Enrique de la Garza, Gas Industriel de Monterrey, S. A., Monterrey, Mex.
Herbert W. Dieck, Long Island Lighting Co., Mineola, N. Y.
Paul J. Dickey, Southern California Gas Co., Glendale, Calif.
Conway C. Dillingham, Washington Gas Light Co., Washington, D. C.
Leo Dipple, Northern Natural Gas Co., Omaha, Neb.
John J. Dolan, Milwaukee Gas Light Co., Milwaukee, Wis.
William R. Donaldson, Southern Counties Gas Co., Long Beach, Calif.
Donald L. Dowling, Roots-Connorsville Blower Corp., New York, N. Y.
Charles C. Drummond, Commonwealth Natural Gas Corp., Richmond, Va.
Louis A. Duarte, Southern California Gas Co., Los Angeles, Calif.

George J. Dufresne, The Peoples Gas Light & Coke Co., Chicago, Ill.
William P. Earley, Institute of Gas Technology, Chicago, Ill.
Matthew E. Edell, Consolidated Edison Co. of New York Inc., New York, N. Y.
A. T. Ellett, Roanoke Gas Co., Roanoke, Va.
Robert G. Ely, The Connecticut Light & Power Co., Berlin, Conn.
Earl R. English, Pipe Protection Service, Inc., Elizabeth, N. J.
Kenneth L. Evans, Conversions & Surveys, Inc., New York, N. Y.
C. M. Ewell, Department of Public Utilities, City of Richmond, Richmond, Va.
James A. Fairbanks, Conversions & Surveys, Inc., New York, N. Y.
Earl P. Farmer, Arkansas Louisiana Gas Co., Shreveport, La.
Urban J. Farnsworth, Michigan Consolidated Gas Co., Detroit, Mich.
Signor J. L. Fink, The Gas Service Co., Topeka, Kans.
Albert W. Finley, Michigan Consolidated Gas Co., Detroit, Mich.
John Fowler, Lovekin Water Heater Co., Philadelphia, Pa.
William F. Franz, Institute of Gas Technology, Chicago, Ill.
Frank O. Frisk, Republic Printing Co., Chicago, Ill.
Alton S. Geiger, Consumers Gas Co., Reading, Pa.
Melvin H. Gertz, Purvin and Gertz, Dallas, Tex.
Robert Gibb, Equitable Gas Co., Homestead, Pa.
William J. Giddings, Colorado-Wyoming Gas Co., Denver, Colo.
John E. Glines, Michigan Consolidated Gas Co., Detroit, Mich.
Anne Gottschaldt, Ruthrauff & Ryan, New York, N. Y.
Herman Gottwald, Rockwell Manufacturing Co., Pittsburgh, Pa.
Harold Greenband, Southern California Gas Co., Los Angeles, Calif.
M. Whitney Greene, Koppers Company, Inc., Pittsburgh, Pa.
A. C. Griffith, Philadelphia Electric Co., Philadelphia, Pa.
Joseph Grumer, U. S. Bureau of Mines, Pittsburgh, Pa.
John F. Hahn, Milwaukee Gas Light Co., Milwaukee, Wis.
James B. Hall, Equitable Gas Co., Pittsburgh, Pa.
James W. Hall, Transcontinental Gas Pipe Line Corp., Houston, Tex.
Robert E. Harbicht, Southern Counties Gas Co., El Monte, Calif.
Lester K. Harris, The Barrett Div., Allied Chemical & Dye Corp., Bethlehem, Pa.
R. K. Harrison, Michigan-Wisconsin Pipe Line Co., Detroit, Mich.
William H. Hawkins, Laclede Gas Co., St. Louis, Mo.
Loring E. Heckman, Columbia Gas System Service Corp., New York, N. Y.
Frederic O. Hess, Selas Corp. of America, Philadelphia, Pa.
Charles J. Higgins, Texas Eastern Transmission Corp., Shreveport, La.
Raymond J. Higgins, The Brooklyn Union Gas Co., Brooklyn, N. Y.

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James E. Hinzman, Michigan-Wisconsin Pipe Line Co., Grand Rapids, Mich.
 S. M. Hoffman, The Brooklyn Union Gas Co., Brooklyn, N. Y.
 W. H. Hohmeyer, Detroit Lubricator Co., Detroit, Mich.
 Carl H. Horne, Rheem Manufacturing Co., New York, N. Y.
 Vincent A. Howell, Long Island Lighting Co., Mineola, N. Y.
 George C. Hughes, Reynolds Gas Regulator Co., Anderson, Ind.
 Clinton E. Hummel, Institute of Gas Technology, Chicago, Ill.
 Norman J. Hundt, Milwaukee Gas Light Co., Milwaukee, Wis.
 Albert A. Hunt, Southern California Gas Co., Los Angeles, Calif.
 William M. Hutchins, Michigan Consolidated Gas Co., Detroit, Mich.
 J. J. Hutton, Fort Madison Gas Co., Fort Madison, Ia.
 William C. Isley
 Charles M. Jensen, Peoples Gas Light & Coke Co., Chicago, Ill.
 F. Judson Jessup, Jr., Straus-Frank Co., Houston, Tex.
 H. J. Johnson, Southern California Gas Co., Glendale, Calif.
 Howard E. Johnston, Dearborn Chemical Co., New York, N. Y.
 Charles C. Jones, Michigan-Wisconsin Pipe Line Co., McPherson, Kans.
 Eugene L. Keene, City Utilities of Springfield, Springfield, Mo.
 Robert H. Kidwell, Washington Gas Light Co., Washington, D. C.
 Cyril B. Kiehle, Michigan Consolidated Gas Co., Detroit, Mich.
 Archie L. King, Toledo Edison Co., Toledo, Ohio

Accounting

(Continued from page 53)

rectory was planned for 1953.

P. A. Leach, of United Gas Corp., announced that progress was being made on preparation of a booklet on filing equipment and methods for customer accounting.

J. T. McKay, New Orleans Public Service, Inc., and N. J. Walsh, Consolidated Edison Co. of N. Y., Inc., presided over this session.

The customer collections group heard an appraisal of collection letters by D. M. Arnold, of the Pennsylvania Power Company. The report, based on a study of collection letters, concluded that many letters in use today should be retailored to fit the needs of the present. Styles have changed within the last several decades, Mr. Arnold said, and collection letters should reflect the modern tone.

Authorized pay station practices of a cross section of utility companies were discussed by W. E. Travis, of The Cleveland Electric Illuminating Company. To a certain degree, Mr. Travis found, the number of agents appointed

is influenced by the number of branch offices maintained by the utility and this in turn is dependent on geography and merchandising policy.

A report on a survey titled "More Effective Follow-up of Final Accounts" was made by G. A. Wilson, of the Public Service Electric and Gas Company. Wide variance exists in the procedures followed by the companies included in the study, Mr. Wilson said, and conclusions should not be reached without a careful study of the results attained and the many differing elements affecting company conduct in this matter.

Hugh M. Fitzpatrick, of the Michigan Consolidated Gas Co., presented a study made of not sufficient funds checks and check differences received by utilities. Mr. Fitzpatrick also reported on a study of utility agreements made by utilities.

R. B. Mitchell, of The Peoples Gas Light and Coke Co., presided at the meeting.

The customer relations group heard J. R. Maher, of The Connecticut Light and Power Co., describe the professional approach to customer opinion surveys. Above all, Mr. Maher said, such a survey when properly done provides specific information on which the company may take specific action in designing its public relations activities.

The group was told by C. W. Tobey, of The East Ohio Gas Co., that customer relations employees had to have a set of work tools just as if they were carpenters, plumbers or masons. However, he explained, these tools were knowledge and proper training and they could not be bought at a store. In customer relations work, he said, the attitude of the employee and the proper use of discretionary powers were the signs of a proper tool kit and a good organization.

"Ninety-nine Ways to Improve Customer Relations" was the title of a report presented by S. A. Cole, of the New York State Electric and Gas Corp. The study brings up to date the work of a 1936 subcommittee which reported a similar project.

Engineering problems which affect customer-company relations were the subject of a report presented by W. H. Ferguson, of the Duquesne Light Company. Mr. Ferguson covered range and water heater connections, restrictions, inspections and tests, turn-ons and odorization.

T. J. Peterson, of The Detroit Edison Co., presided.



1952

MAY

- 5-9 •A. G. A. Commercial Gas School, Chicago, Ill.
- 8-9 •Public Utilities Advertising Association, Hotel Radisson, Minneapolis, Minn.
- 12-13 •A. G. A. Natural Gas Department Spring Meeting, Biltmore Hotel, Los Angeles, Calif.
- 13-15 •Pennsylvania Gas Association, Wernersville, Pa.
- 21-23 •GAMA annual meeting, The Broadmoor, Colorado Springs, Colo.
- 26-28 •A. G. A. Production & Chemical Conference, Hotel New Yorker, New York, N. Y.
- 27-28 •Missouri Association of Public Utilities, Annual Convention, Missouri Hotel, Jefferson City, Mo.
- 27-29 •Southwestern Gas Measurement Short Course, University of Oklahoma, Norman, Okla.
- 28-30 •Short Course in Gas Technology, Texas College of Arts and Industries, Kingsville, Texas.

JUNE

- 5-6 •A. G. A. Research and Utilization Conference, Hotel Statler, Cleveland, Ohio.
- 5-6 •The Natural Gas and Petroleum Association of Canada Convention, General Brock Hotel, Niagara Falls, Ontario.
- 8-12 •Canadian Gas Association, Chateau Frontenac, Quebec City, Quebec.
- 16-22 •International Gas Conference, Brussels, Belgium.
- 23-24 •Michigan Gas Association, annual meeting, The Grand Hotel, Mackinac Island, Mich.
- 23-24 •New York-New Jersey Regional Gas Sales Conference, Hotel Monmouth, Spring Lake Beach, N. J.
- 23-27 •American Society for Testing Materials, annual meeting, Hotel Statler, New York, N. Y.
- 24-27 •American Home Economics Association Convention, Atlantic City, N. J.

SEPTEMBER

- 3-5 •Pacific Coast Gas Association, Ambassador Hotel, Los Angeles, Calif.
- 8-10 •A.S.A. Third National Standardization Conference, Museum of Science and Industry, Chicago, Ill.
- 12 •New Jersey Gas Association, Monmouth Hotel, Spring Lake, N. J.
- 22-24 •American Trade Association Executives, Annual Meeting, Royal York Hotel, Toronto, Ontario.

Personnel service

SERVICES OFFERED

Manager or General Superintendent—22 years' experience in production, distribution and management. Available on 30 days' notice. Southern location preferred. Presently employed as manager. Married (43). 1696.

Controller-Treasurer-Budget Director—Skilled administrator, presently employed as such by large utility. Keen analyst, gets things done minimum cost. Thorough knowledge modern accounting techniques, IBM, auditing, finance, costs, controls, budgets, systems and procedures, credits, insurance, taxes, pensions, government contacts. Timely and accurate figures interpreted for management action. Effective controls painlessly applied. University trained—business administration, accounting, finance, statistics, law. Member Controllers Institute. Can relocate, U. S. or abroad; knowledge languages. 1698.

Sales and Service—Man interested in position with larger company with a future in sales and service after 13 years with small stove company manufacturing gas, coal, oil and combination ranges. Traveled three years as junior salesman and service man in restricted territory. Appointed assistant engineer, no degree, but I.C.S. training and valuable practical experience with engineering and sales background. Good at office administration, including excellent organizing ability, much experience answering complaint letters, can read and understand blue prints, diplomatic trouble shooter and complaint adjuster, and do follow through on detail work. (31). 1699.

Gas Engineer—Extensive supervisory experience in all phases of gas production, plant construction and maintenance; natural gas, storage, distribution and bottle filling plants for LP gas; industrial utilization, customers service, reforming and catalytic cracking. 1700.

Gas Sales Manager—19 years' experience as salesman and administrator in installation domestic gas appliances, instruction and supervision of Sales Department in manufactured and natural gas; also experience in Dealer-Plumber relations. Presently employed as Sales Manager. Married. Desires opening

where experience will be full utilized. (45). 1702.

Assistant to General Manager—17 years' experience in sales, sales management, legal and corporate secretary's departments of large eastern gas utilities, member of New York Bar. Available within 30 days. Married. (43). 1703

POSITIONS OPEN

Gas Operations Manager—Graduate engineer with broad experience in natural gas transmission and distribution. Company in Ontario, Canada has natural gas production and distribution to 75,000 meters over a wide area divided into four districts, with substantial growth prospects. Position requires ability to direct all phases of operations through experienced supervisors, to initiate training programs, handle employee relations, make special studies relating to new transmission and distribution lines, gas utilization, etc. This is one of the top executive positions in the company and should be attractive to a man about 40 years of age, of good character, and looking for an opportunity to justify an assured future.

Applications will be treated as confidential in first instances and should give fullest particulars of technical qualifications, experience in previous positions, usual personal particulars as to age, etc., and approximate salary expected. References will be required later. 0644.

Sales Representatives—An old, well-established, nationally known automatic heating manufacturer has an outstanding opportunity for four aggressive men to be located in the Boston, Washington-Baltimore, St. Louis and Chicago areas. These men will promote and sell gas-fired heating equipment to existing and new distributors and dealer sales desirable. Good salary, car furnished, expenses paid. 0645.

Engineer with ten to twenty years experience on design and operation of gas systems both in manufacture and distribution for study of system pressed for capacity in plant and lines. Also to study possibility of increasing heating

value from 450 to 1,000 Btu. Salary commensurate with man's ability. Living and traveling expenses paid on all work outside New York office. Location Central America. 0646.

Distribution Engineer for eastern municipally owned natural gas utility (45,000 meters) in charge of and responsible for planning, directing and supervising the activities of a joint bureau of gas and water distribution. Salary range \$5,200-6,240 annually. Reply in detail stating age, education, references and experience. 0647.

Appliance Engineer—Progressive manufacturer of Gas Heating Equipment located in the Los Angeles area desires services of an engineer experienced in the development of gas fired heating equipment. Applications should give experience, education, age, present salary and salary expected. 0648.

Sales Representatives—for an old established line of gas-fired furnaces, boilers, floor heaters, and conversion burners. Open territory in Wisconsin, Minnesota, Missouri, West Virginia, Kentucky, the Carolinas, Georgia, and Florida. 0649.

Engineer-Design—Experienced in gas plant design for extensive program of new construction and improvement to present plant facilities by large eastern gas manufacturing company. Salary commensurate with experience. 0650.

Assistant General Superintendent—Gas Operation for middle west gas utility serving city over 250,000. Age 35-40, with 10 years' or more utility experience, preferably in gas operation. Technical degree preferred. Must be able to assume top management duties, including administration, public relations, and supervision of all phases of gas operations. Attractive salary commensurate with abilities and responsibilities. Please give full information of positions held and references. 0651.

Industrial Gas Engineer—with 2 or 3 years' experience in the engineering and sale of industrial gas equipment. Man will be given complete charge of the sale of standard furnaces and ovens. Will also have a voice in the design and development of new equipment along these lines. 0652.

Appliance Standards

(Continued from page 13)

heater requirements revises the test method for conducting the water temperature "build up" test. Field reports indicated that in some instances, where repeated draws of hot water are made, the "build up" of temperature in the tank was excessive. The present test method of operating heaters through six cycles will be replaced by a method calling for operation until equilibrium conditions are obtained. Draws will be made at a rate of five gallons of water per minute.

Central heating approval standards, covering warm air furnaces, were revised in several respects to include test procedures which may be performed at the option of the manufacturer for special conditions.

To cover cases where manufacturers desire to provide units for delivery of warm air at pressure higher than usually

employed, additional tests may be performed at static pressures in excess of those now specified. In such instances the test static pressure must be designated on the rating plate. Thermal efficiency test procedure was also modified to permit use of an outlet air temperature of less than 75 F or more than 100 F above that of the room. In the interest of facilitating test procedures, several changes were adopted in the testing of furnaces designed for alcove or closet installation. As all these modified provisions covering furnaces relate to features optional with the manufacturer they were made effective at once.

The committee accepted a change in the name of standards sponsored by the subcommittee for automatic control valves. Its standards will henceforth be known as "American Standard Listing Requirements for Automatic Valves for Gas Appliances." The change will avoid the standards being interpreted as applicable to control valves used in dis-

tribution systems. A new section added to the standard will cover valves used with liquefied petroleum gases for the first time.

The committee also decided to increase the normal test pressure for LP-gas air mixtures from five to six inches. This action was taken at the request of the subcommittee for test gases and test pressures following a request from range and water heater subcommittees.

In accordance with a policy of the American Standards Association that sectional committees examine standards under their jurisdiction at least every three years, seven standards were reaffirmed as adequate without need for immediate revision. These were approval requirements for incinerators, hot plates and laundry stoves, and combination ranges; listing requirements for gas hose, gas valves and conversion burners; and installation requirements for conversion burners.

A.G.A. Advisory Council

F. M. BANKS.....Los Angeles, Calif.
R. G. BARNETT.....Portland, Ore.
WALTER C. BECKJORD....Cincinnati, Ohio
E. G. BOYER.....Philadelphia, Pa.
JAMES A. BROWN.....Jackson, Mich.
ERNEST G. CAMPBELL.....Chicago, Ill.
ARTHUR C. CHERRY.....Cincinnati, Ohio
ALAN A. CULLMAN.....New York, N. Y.
HUGH H. CUTHRELL.....Brooklyn, N. Y.
B. T. FRANCK.....Milwaukee, Wis.
W. R. FRASER.....Detroit, Mich.
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OLIVER S. HAGERMAN.....Charleston, W. Va.
R. H. HARGROVE.....Shreveport, La.
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R. W. HENDEE.....Colorado Springs, Colo.
STANLEY H. HOBSON.....Rockford, Ill.
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W. M. JACOBS.....Los Angeles, Calif.
CARL H. LEKBERG.....Hammond, Ind.
F. A. LYDECKER.....Newark, N. J.
W. F. McCONNOR.....Pittsburgh, Pa.
W. REED MORRIS.....New York, N. Y.
H. PRESTON MOREHOUSE..Newark, N. J.
JAMES S. MOULTON.....San Francisco, Calif.
E. P. NÖPPEL.....New York, N. Y.
D. P. O'KEEFE.....Los Angeles, Calif.
LEON OURUSOFF.....Washington, D. C.
HUDSON W. REED.....Philadelphia, Pa.
L. E. REYNOLDS.....Hartford, Conn.
ARTHUR B. RITZENTHALER..Mansfield, Ohio
JOHN A. ROBERTSHAW.....Greensburg, Pa.
JOHN H. W. ROPER.....Washington, D. C.
W. H. RUDOLPH.....Newark, N. J.
LOUIS B. SCHIESZ.....Indianapolis, Ind.
CARL A. SCHLEGEL.....Philadelphia, Pa.
ALVAN H. STACK.....Tampa, Fla.
D. B. STOKES.....Burlington, N. J.
E. J. TUCKER.....Toronto, Ontario
R. VAN VLIET.....Staten Island, N. Y.
JOHN A. WILLIAMS.....Syracuse, N. Y.
HARRY K. WRENCH.....Minneapolis, Minn.
C. H. ZACHRY.....Dallas, Texas

PAR COMMITTEE

Chairman—Norman B. Bertolette, The Hartford Gas Co., Hartford, Conn.

FINANCE COMMITTEE

Chairman—Frank H. Lerch, Jr., Consolidated Natural Gas Co., New York

Associated organizations

GAS APPLIANCE MANUFACTURERS ASSOCIATION

Pres.—Louis Ruthenburg, Servel, Inc., Evansville, Ind.
Man. Dir.—H. Leigh Whitelaw, 60 East 42nd St., New York, N. Y.

CANADIAN GAS ASSOCIATION

Pres.—R. M. Perkins, Union Gas Co. of Canada, Ltd., Windsor, Ontario.
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